

Incentives

Cross-Sell Incentive Scheme

The menu (Examples)

Points	600	3000	6000	10.000
Incentive	Ajax VIP Experience	Racing at Zandvoort	Family holiday	Charity donation 10k
	Visit BH Nordics	Family weekend getaway	Weekend in NYC	IMD Business School Course
	Michelin dining, 2 persons	Michelin dining, 4 persons	Visit Sulava Dubai	

The points system

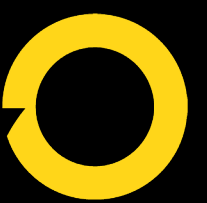
Sales funnel stage	Small OIT	Medium OIT	Large OIT
Suspect	Champagne	Champagne	Champagne
Lead	50	250	500
Prospect	100	500	1000
Hot prospect	200	1000	2000
Deal	250	1250	2500

Size matters

Size	OIT From	To
Small OIT	>20k	<50k
Medium OIT	>50k	<250k
Large OIT	>250k	No limit

Points can only be gained from recurring and reoccurring deals. One-off deals (hardware/software/licensing) are excluded. The points system is cumulative. When a prospect moves closer to a deal, the AM gets points for all stages the prospect is going through. Example: leading a **Medium** prospect from Suspect all the way to a Deal gives and AM: 3000 points (250+500+1000+1250) plus champagne.





Funnel phases

We recognize 5 phases in the funnel management process, with an increasing chance of winning.

SUSPECT (Ideation phase; recognizing sales opportunities with customers) 0%

In the Suspect phase, the sales organization suspects that on a certain service there is a sales opportunity regarding a customer. There has been no contact with the customer at that moment. The Suspect phase ends when the customer shows recognition of the need.

LEAD (Information phase; together with the customer analyzing the customer need) 20%

The Lead phase within the sales process is reached when the customer is open to discuss possible solutions in outline form. There has been contact with the customer, possibly a target price discussed (is not mandatory). The Lead phase ends when the customer wants to receive a design or quotation and the salesperson gathered enough information about the customer needs to prepare this.

PROSPECT (Offer phase; issuing and explaining an offer) 40%

In the Prospect phase within the sales process, the customer is interested and wants to discuss the content of the solution. Based on this, price indications are issued. This can take place with a concept design or an official quotation. The Prospect phase ends when the customer accepts the offered solutions and/or negotiations on price and terms of delivery are started regarding the quotation.

HOT PROSPECT (Negotiation phase; quotation negotiations to reach an order) 80%

The Hot Prospect phase is reached when the customer has recognized the quotation as a correct translation of his wish and the customer and salesperson starts negotiations to come to an order. Within the Hot Prospect phase, the customer gives his reaction to the quotation offered. The reaction can be that he accepts the quotation, that the customer wants to negotiate or change it or that the customer does not accept the quotation (lost order).

DEAL 100%

The Deal phase within the sales process is reached when the customer has given the order. The offer has been signed or the client has given a written commitment to close the deal. The phase ends with the receipt of the order.

