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|  F2 GLOBAL LOGISTICS LET'S MOVE. NOW. | <h1>Sales</h1> <h2>Key Performance Indicator</h2> | | Document Number: KPI-SAL-12.03 |
| | Department: Global – Sales | Effective Date: November 9, 2023 | Revision No 0 |

KPI 2023

| No. | KPI Name | Weight | Target | Criteria | KPI Description | Source | Formula | |
|-----|---|--------|---|------------------|--|---------------------------------------|---------------------------|--|
| 1 | Business Production Gross Revenue | 15% | Budget is ____ (Based on Budget) | Higher is better | Actual Sales Revenue of Existing and New Business per Branch- SL | Sales Revenue from Finance | Actual/Set Quota | |
| | | 15% | Budget is ____ (Based on Budget) | | Actual Sales Revenue of Existing and New Business per Branch- NL | | | |
| 2 | New Accounts/Clients/New Business | 15% | At least 5 accounts in a month per Branch | Higher is better | At least 5 new clients or new accounts or new business under existing accounts per Sales/per Branch-MNL (New or Revived Customer) AE - At least 2 new clients or new accounts or new business under existing accounts BDM - At least 3 new clients or new accounts or new business under existing accounts | Actual Sales Production from Finance | Actual/Set Quota | |
| 3 | Net Revenue of the Total Sales Production | 7.5% | at least 14% margin | Higher is better | Actual Net Revenue of the total Production of both Existing and New Business per Branch-SL | Sales Revenue from Finance | Actual/Target | |
| | | 7.5% | | | Actual Net Revenue of the total Production of both Existing and New Business per Branch-NL | | | |
| 4 | Collection Efficiency | 10% | 110% of monthly revenues | Higher is better | Measures on time collections from customers. Target = 110% of monthly revenues | AR Monthly Report from Finance | Collection/Actual Revenue | |
| 5 | Account Relationship Management | 10% | At least 7 accounts in a month per Branch | Higher is better | Monitoring at least 7 sales visit for wine and dine per month and/or Business Review/ Other Client activities AE - at least 3 sales visit BDM - at least 4 visit | Weekly Sales Report/CRM /Emails/Viber | Actual/Target | |
| 6 | Quotation Submitted | 10% | 27 quotations in a week | Higher is better | At least 27 quotation in a week (per lane/per business) AE - At least 12 quotations in a week BDM - At least 15 quotations in a week | Monitoring Sheet/Emails | Actual/Target | |
| 7 | Quality Sales Call | 10% | 30 quality calls in a week | Higher is better | At least 30 Quality Sales visit Telesales or emails in a week AE - At least 10 Quality Sales visit Telesales or emails per week BDM - At least 20 Quality Sales visit Telesales or emails per week | CRM/Weekly Report | Actual/Target | |
| | | 100% | | | | | | |

DDC: This Document is already Approved and Posted on Intranet.

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