

16th November, 2017



Strictly Private and Confidential

Monica Anand,

Centurion University, Bhubaneswar,

Orissa.

Dear Monica Anand

I am pleased to offer you the position of **Digital Marketing Manager**. Please find below the details of the offer. Let us know your decision to accept this offer within 48 hours of receiving this letter or before 18th November 2017. You are requested to report to work on 5th of February 2018 9am, if you accept this offer. We will send you the office address in another mail. Please produce the originals of all your credentials during joining formalities. I wish you a successful career with us and gladly welcome you aboard!

If you have any questions regarding this offer please write to me on martin@traintoproper.com or contact me at +91 8169792214.

Yours sincerely

Martin Athanas

Director

**Train to Prosper – Offer Letter
Offer Details**

Designation: Business Development Manager, BDM

Role: Do new business development and close sales

Reporting Location: Vashi, Navi-Mumbai

Products to be dealt with: Sales Training APP, various B2B in-house training programs

Reporting to: Sales Head

KRAs

1. Source out new corporate customers within Navi-Mumbai area, Thane to Panvel.
2. Find out right part contacts, decision makers, within companies.
3. Initiate conversation with right party contacts.
4. Explain the benefits of our product to the right party contact over phone and fix appointment for f2f presentation.
5. Deliver f2f presentation to right party contact and resolve queries.
6. Discuss the requirement with right party contact and if there is a concrete requirement forward that requirement to reporting manager.

KPIs

1. Number of new companies sourced out monthly.
2. Number of right party contacts sourced within each company monthly.
3. Number of companies contacted monthly.
4. Number appointment done monthly.
5. Number of new requirements created monthly.

Compensation Package

Fix + Variables on revenue generated + Travel allowance on actual.

Salary Break-up

Fix – 2.64 Lakh per annum

Incentives – Up to Rs. 10000 per month depending upon target realization.

Growth Roadmap

Can become DMH (Digital Marketing Head) for Navi-Mumbai.

Train to Prosper – Offer Letter

Weekly offs: Second & Fourth Saturdays and Sundays

HR Benefits: As per industry standards

Probation Period – 6 months

Package during Probation Period

Fix + Variables on revenue generated + Travel allowance on actual.

Salary Break-up

Fix – Rs. 15000 per month

Incentives – Up to Rs. 10000 per month depending upon target realization.

Weekly offs: Sundays

HR Benefits: None