



WES
WORLD EDUCATIONAL SERVICES

Our Vision Digital Pakistan

Terms & Conditions of Business Development Officer (BDO)

Business Development Officer (BDO) is being appointed for 5 year in World Educational Services (WES) having a reasonable salary package with attractive incentives. The contract is extendible after the completion of the said period. BDO is a full time as well as a part time employee depending upon his vigilance. Moreover, this job along with being prestigious holds a great business potential for a BDO. In the best interest of the employee as well as the company, a BDO must oblige to the following terms and conditions:

- BDO's Job nature is to visit Schools & Colleges in his relevant area to introduce WES Projects.
- In this regard, the BDO will hold meetings with the higher officials of the Institutes for project marketing and selling.
- BDO job may be carried along any other business but BDO will have to complete the assigned task within the first half of the day i.e. (09:00am – 12:00pm)
- BDO will have to visit at least 3 Educational Institutes on daily basis. Institute visit form (IVF) and pictures will be shared with the head office via CRS. To enhance the business revenue, a BDO is allowed to pay more than 3 visits.
- BDO will make sure that all operational requirements of the projects have been addressed before their execution in their concerned area.
- BDO shall hire SR in his area and shall train them.

- BDO will appoint minimum 5 Project Marketing Officer (PMO) male or female in his relevant area on commission basis, based on the sale of the projects.
- BDO shall hire a team consisting 5 teachers, 5 Students and 5 Sale Mobilizers (SM) for marketing purpose on commission basis.
- Teachers should be from private schools with the responsibility of introducing company projects into their schools and among their students. On each individual sale the teacher shall get Rs.100/- per card. If he/she sells IDP/CDP, Rs 1500/- shall be given.
- Students should be of higher classes with the duty of introducing e-Study cards among other students of the school. The hired shall get a free card from the SR Student shall get Rs 100/- per card sale.
- SM shall help BDO to present the projects in institutions. There an SM must be a confident, presentable and good at communication. On each card sold, SM shall get Rs 100/-. And Rs 1500/- on each IDP or CDP sale.
- All Promotional Material, Cards and other hardware will be provided to SR.
- BDO will visit institution in a presentable manner. Formal dressing is mandatory. (Pent, Shirt, tie, coat & Service Card).
- BDO will promote all projects of WES on social media for this purpose recommendations will be sent by head office.
- It is the responsibility of BDO to ensure timely collection of projects' amount from his team and institutions and deposit it in the company's account.
- BDO will collect all important and relevant data from the PMOs that they have collected from their field and will dispatch it to the Company through LCS (code provided by company). The courier charges will be paid by the company.
- Each area/division has been assigned a specific ACO and it is BDOs responsibility to keep a strong and smooth coordination with ACO for a progressive business growth.
- BDO will follow all the instructions and policies given by ACO without any excuse.
- BDO will attend 1-day workshop in Islamabad in which BDO will be given a detailed briefing about projects and his job.
- Given good performance, company shall establish office for BDO after a 3-month period.

- One-month notice must be given to the company prior to leaving the job.

Report to the Head Office

- BDO will play a constructive role between the head office and his relevant area's Schools, Colleges & subordinates for progressive growth.
- BDO will report to head office about his visits and progress on daily basis. In this regard, BDO will be given access to Central Reporting System (CRS) to update his and his team's daily progress and sales report
- The details of newly recruited employees shall be submitted to the head office immediately by the BDO.

Monthly visits Schedule

Sr. No	Visits to	Per Day visits	Monthly Visits
1	Educational Institutions	Minimum 3	66
2	Brands	Minimum 1	12

This is a minimum of mandatory meetings scheduled for a BDO within a month. However, a BDO can visit as many institutions as he aims to depending on his will. A BDO is not allowed to postpone visits onto the next day. 3 visits a day is the requirement. In case, the total number of visits fall short than the required number, pay shall be deducted accordingly.

Accountability

- BDO will maintain proper documentation of the concerned record/received material.
- A legal agreement will be signed with BDO on stamp paper for the security of company's revenue and material.
- In case of any violation of terms and conditions against the company's interest, the contract shall be terminated and legal action might also be taken by the company.
- BDO cannot take any money other than the company's money from his subordinates. If found guilty, the contract shall stand terminated.

Salary

BDO will be given Rs. 40000/-salary. First two months will be the probation period in which salary will be given Rs. 35000/- but there would be no deduction of the incentives. During probation, if BDO performs satisfactory then BDO job will be permanent.

BDO shall not claim any salary if the total number of visits is less than 50% of the required number of visits.

Fuel Charges

Rs. 6000/- shall be paid by the company in the name of fuel charges if a BDO completes the required number of visits. If less, the fuel charges shall be paid in proportion to the number of visits. To avail the fuel charges 70% (44) visits are mandatory.

BDO Incentives on Projects personal Sale

1	Complete Digitalization Package (CDP)	2000 per order & 10 rupees per student. 500 via team sale and 2 per card.
2	Institute Digitalization Package (IDP)	2000 per order & 10 rupees per student. 500 via team sale and 2 per card.
3	e Study Card	150 on personal sale. 10 rupees in open market sale through marketing team
4	MCAT, ECAT, ETEA(NMDCAT) Cards	Per Card 50 rupees
5	Computer Training Services (CTS)	5000 per order & 10 rupees per student.
6	Online Teaching System (OTS)	1000
7	Examination Development Software (EDS)	1000
8	Institute Management Software (IMS)	1000
9	Branded Message Service (BMS)	1000
10	Bio Metric Attendance System (BAS)	2000 per order & 5 rupees per student.

Monthly Sale Target of BDO

1	Complete Digitalization Package (CDP)	2 Orders Per Month
2	Institute Digitalization Package (IDP)	5 Orders Per Month

3	e Study Card	100 Cards in open market
4	MCAT, ECAT, ETEA(NMDCAT) Cards	100 Card in 2 Months
5	Computer Training Services (CTS)	1 Order in 3 Months
6	Online Teaching System (OTS)	1 Orders Per Month
7	Examination Development Software (EDS)	1 Orders Per Month
8	Institute Management Software (IMS)	1 Orders Per Month
9	Branded Message Service (BMS)	1Orders Per Month
10	Bio Metric Attendance System (BAS)	1 Orders Per Month

Note: According to this table, total targeted revenue amounts Rs. 3,05,000/- but minimum monthly business target for a BDO from all projects is Rs. 1,20,000/-. If business is less than 80000/- from all projects including self and team sales then salary will also be released according to the business generated.

Key Performance Indicators (KPI's)

On achieving a target of 5 IDP orders in a month, Rs. 10000/- will be given to the BDO as bonus. If the total revenue generated by the BDO and PMO from all the other products is 4 lac BDO will be given Rs. 20000/- as bonus

