



भारत संचार निगम लिमिटेड
(भारत सरकार का उद्यम)
BHARAT SANCHAR NIGAM LTD.
(A Government of India Enterprises)

No. 5-1/2008- Restg.

Dated: 10th October, 2008

To

CGMs of Territorial Circles/CGM (NTR)

Subject : - Formation of Sales Unit in BSNL

Kindly recall the discussions held in the Heads of Circle Conference wherein serious concern was raised by CMD regarding fall in BSNL revenue due to reduction in net addition of customer base. Our business strategy therefore needs to be focussed towards acquisition of new customers in the areas of GSM, WLL, Broadband, PCOs and leased circuits etc. In the present competitive scenario, a very strong sales promotion team is therefore utmost necessary to push our products with the customers. In fact, our competitors are using majority of their work force towards sales promotion. It has, therefore, been decided to form a sales unit in each circle by carving out the suitable staff to the extent of 20% of the available manpower strength, right up to the level of TOAs and phone mechanics. The structure of sales unit shall be as follows:-

2. Each Circle will form about 250-300 sales teams depending upon its size. These sales teams will be formed in the SSAs. Team leaders shall be of the rank of JTO/SDE/Sr. SDE. Each team leader will have 4-6 teams which in turn will consist of 4-6 members comprising of phone mechanics, TOAs, etc. The responsibility of the team leader and his teams would be for selling of one of the following products:

- i) Landline
- ii) Broadband
- iii) CDMA
- iv) GSM Mobile
- v) PCOs
- vi) Leased lines

Depending upon the business needs of an SSA, more than one team leader can be assigned to a given product or one team leader may be given responsibility for more than one product. The team leaders will report to Asstt. General Manager(Sales) who will be an STS level officer. 5-6 team leaders will report to one AGM.

3. SSA Heads shall be responsible for the sales targets assigned to them. They will in turn assign individual targets to the AGM and their team leaders. They will also monitor the achievement of sales on daily basis and take necessary corrective measures to achieve the target.

4. At the Circle level, there shall be 3 Business Heads who will be of the rank of GM or DGM and who will directly report to the CGM. Each Business Head will have a responsibility for a group of services and the groupings are detailed below:

- | | | |
|-----------|---|----------------------------------|
| Group I | - | GSM Mobile |
| Group II | - | Landline & Broadband |
| Group III | - | CDMA, PCO & Leased line services |

5. The staff identified for the sales promotion shall be given 2 days training for the type of the product which he will be required to handle.

6. An incentive package for each of the sales team members is also being worked out and will be communicated later.

Immediate action may please be taken to form the sales team in your circle and to intimate the officers / staff identified for this new set-up. A compliance report on the action taken may be sent to Sh. N.B. Singh, GM (Sales), Corporate Office by 20th October, 2008 positively.


(Gopal Das)
Director (HRD)

Copy to :-

1. CMD, BSNL
2. Director (Finance)/Director (C & M)/Director (Plg & NS)/Director (Ops.)
3. All PGMs and GMs in BSNL C.O.
4. CGMs of all Units (Other than Territorial Circles and NTR)