

Sales executive offer letter with variable incentive

Fictional sample for editing and authorised review

FICTIONAL FILLED SAMPLE - SALES COMPENSATION EXAMPLE

Offer reference: DEMO/SALES/2026/049

Issued: 30 September 2026

Dear Neha Kapoor,

Aspen Demo Business Solutions Private Limited offers you the position of Sales Executive, reporting to Regional Sales Manager Sandeep Roy, based at the Indore branch. Proposed joining date: 19 October 2026.

Gross fixed monthly salary: INR 32,000. The equivalent for twelve full months is INR 384,000 in gross fixed salary. This is separate from variable incentive, expense reimbursements and actual payroll deductions.

Illustrative target variable incentive for a complete twelve-month eligibility period: INR 120,000, subject to the separately approved sales incentive plan and actual results. The example target opportunity combined with twelve full months of fixed salary is INR 504,000; it is not guaranteed annual pay, take-home pay or complete CTC. Because the joining date is within a plan year, first-period eligibility and any proration must be confirmed in the scheme attachment rather than assumed from this illustration.

Duties include maintaining an approved sales pipeline, conducting product demonstrations, documenting customer requirements, updating the CRM and handing accepted orders to the operations team. Pricing concessions, customer credit and binding commitments require the company's designated approvals.

The incentive attachment must define qualifying sales, attribution, returns or cancellations, measurement period, target levels, payment timing and any adjustment process. No additional commission rate is promised by this example.

Business travel and customer entertainment require prior approval under the actual expense policy. Probation, work schedule, leave, notice and benefits require the employer-reviewed employment schedule. Please accept by 8 October 2026 after reviewing both attachments.

Employer signatory: Pooja Malhotra, People Partner, demonstration signature line.

Candidate acceptance: Neha Kapoor, signature and date.