Proposal: Londonist Summer Sales Bonus Program

Period: 1st of July 2025 – 30th of September 2025

The initiative is designed to motivate all levels of the sales team—from top performers to new joiners.

Additionally, a team-based conversion challenge will further promote collaboration and healthy competition across our China, Turkey, and UK teams.

All figures included are for illustrative purposes only, to demonstrate the concept and structure of the summer performance bonus system.

A detailed breakdown of targets, and bonus allocations is included below for review.

The programme introduces **three extra bonus incentives**:

1. a **Monthly Boost Bonus** for hitting personal monthly targets.
2. a **3-Month Streak Bonus** for consistently meeting goals across the entire period or hitting the total cumulative target.
3. a **Team Conversion Contest Bonus** awarded to the team with the highest overall booking conversion rate.

Group-based Monthly Performance Bonus				
Groups	**Members**	**Monthly Target per person**	**Monthly Boost Bonus per person (**on top of regular commissions)	**3-Month Streak Bonus**
Group 1	Michael	£1,000,000	£1,000	+£500 extra if all 3 months hit
Group 2	Rateb, Marawan, Khaled	£500,000	£500	+£250 extra if all 3 months hit
Group 3	Haylie, Li	£350,000	£400	+£250 extra if all 3 months hit
Group 4	Aayush, Wei Pan, Taha, Shabnam, Shenshne, Naz	£175,000	£400	+£250 extra if all 3 months hit
Group 5	Nora, Vaishnavi	£90,000	£300	+£250 extra if all 3 months hit
Group 6 (Interns)	All interns	£50,000	£100 bonus per month on top of regular commissions	-

Summer Sales Bonus Summary							
Group	Members	Monthly Sales Target per Person (£)	Total Monthly Sales Target Per group (£)	3-Month Sales Target (£)	3-Month regular commission (if they hit the target per group)	Monthly **Boost** Bonus per month Total (£)	3-Month **Boost** Bonus+Streak Bonus Total (£)
Group 1	Michael	1,000,000.00	1,000,000.00	3,000,000.00	6,000.00	1,000.00	3,500.00
Group 2	Rateb, Marawan, Khaled	500,000.00	1,500,000.00	4,500,000.00	22,500.00	1,500.00	5,250.00
Group 3	Haylie, Li	350,000.00	700,000.00	2,100,000.00	10,500.00	800.00	2,900.00
Group 4	Aayush, Wei Pan, Taha, Shabnam, Shenshen, Naz	175,000.00	1,050,000.00	3,150,000.00	15,750.00	2,400.00	8,700.00
Group 5	Nora, Vaishnavi	90,000.00	180,000.00	540,000.00	2,700.00	600.00	2,300.00
Group 6	Interns (est. 5)	50,000.00	250,000.00	750,000.00	3,750.00	500.00	-
TOTAL	-	-	**4,680,000.00**	**14,040,000.00**	**61,200.00**	**6,800.00**	**22,650.00**

Total commission payable (3 Month):

83,850.00 GBP

Extra Team Conversion Contest Bonus:

All teams — **China, Turkey, UK** compete for highest **booking-to-sales conversion rate** (based on qualified leads assigned to the team).

The **winning team at end of September** (based on overall summer conversion %) gets:

- £100 **bonus per person** (Paid out in October)

Additional Notes

- All targets are based on **booked, invoiced, and paid** revenue within the month.
- **Cancellations or refunds** reduce the eligible amount.
- Interns only receive **£100/month bonus** if they meet their £50k goal. No cumulative bonus.
- **3-month streak bonus** is payable to agents who either:
  - ✓ Hit their individual monthly target **in all three months**, or
  - ✓ Achieve at least the **total 3-month sales target** (monthly target × 3) by the end of September.
- Bonus payouts made with the **October payroll** following full validation of results.
- In the **Team Challenge**, the winning team (China, Turkey, or UK) based on best overall summer conversion rate will receive **£100 per person**, paid in October.