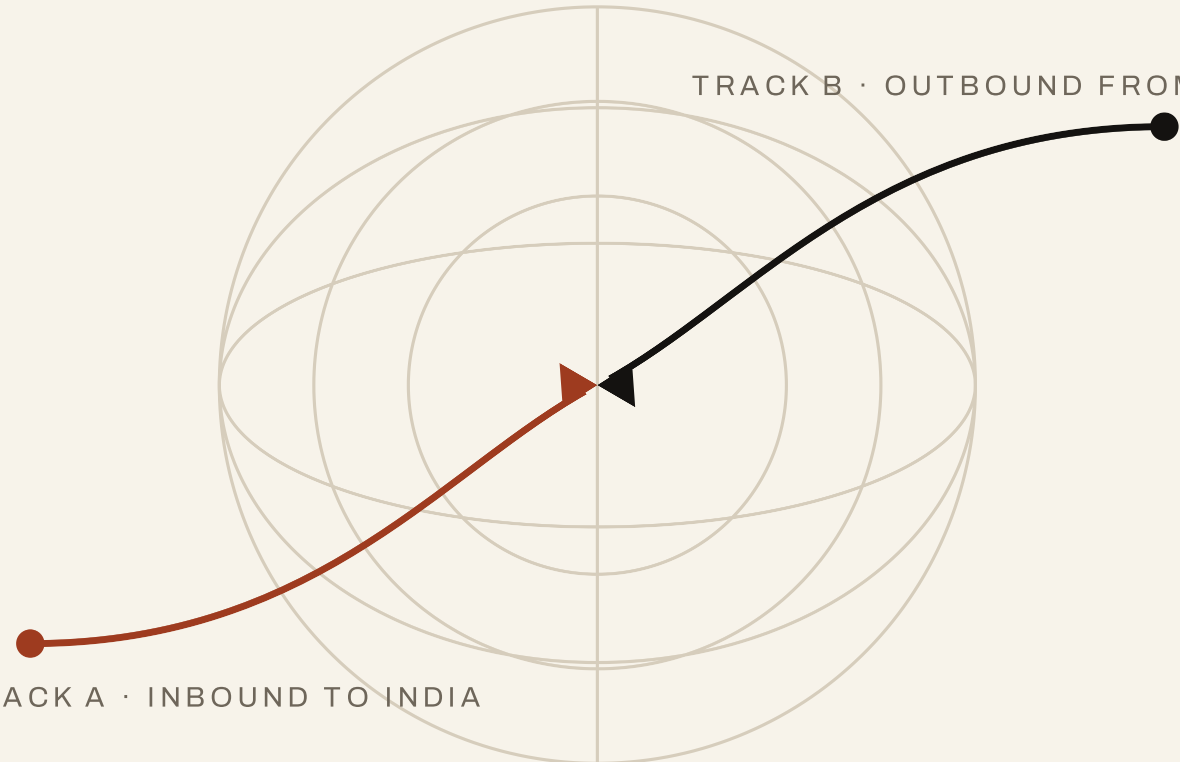
THE PROCESS SERIES / NO. 06

Market Entry *Support*

A business-sales support process, offered complete with client, training, tooling and guaranteed monthly billing, to BPO service providers ready to run it.



ENGAGEMENT	TRACK A BILLING	TRACK B BILLING	TERM
10–40 seats per track	**₹44,000** + ₹16,000 variable	**$1,000** + $350 variable	**12** months

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What is inside this proposal

WHO THIS IS FOR

Established Indian BPO service providers with an operating floor, an existing outbound or B2B calling capability, and the appetite to add a consultative sales-support line of business that bills on a fixed monthly rate rather than on a pure commission.

01 FIXED FIRST

Seventy-three per cent of the billing is payable against the seat, not against the client's win rate. The partner is not carrying closure risk on a process it has no authority to close.

02 TOOLING INCLUDED

Dialler, CRM, sequencing, recording and licensed data are provisioned by Akontec for the full term. There is no platform fee and no deduction for tooling.

03 LONG RUNWAY

Entry mandates convert into channel management and second-city expansion. The incumbent partner holds first right on every expansion of a mandate it already runs.

THE PROPOSITION, IN SHORT

Akontec holds the client relationship. You hold the floor. The Market Entry Support desk gives a company crossing a border – into India, or out of it – the local calling, research, channel-recruitment and appointment-setting capacity it cannot economically build for itself in its first two years of operation.

The process is deliberately structured so that a partner is not carrying revenue risk on closures. The larger share of the billing is fixed against the seat; the variable share is earned against a published scorecard that measures work quality, not the client's win rate.

AT A GLANCE

Process reference	AKO-MES-BSS-2026-06
Delivery mode	Voice + non-voice
Minimum engagement	10 seats
Maximum allocation	40 seats
Contract term	12 months
Lock-in	3 months
Security deposit	Nil
Induction fee	₹1,75,000 per track
Billing cycle	Monthly
Ramp to full capacity	45 days

Validity. Rates and allocations in this document are held open for forty-five days from the date of issue. Seats are allotted against signed agreements in the order they are received.

What the project is, and what a partner is taking on

Market Entry (Business Sales) Support is an outsourced business-development floor, run on behalf of a company that is selling into a country where it has no sales organisation of its own.

HOW A MANDATE MOVES

THE CLIENT entering a new market → **AKONTEC** contracts, designs, tools → **PARTNER FLOOR** staffs, calls, qualifies → **QUALIFIED PIPELINE** meetings, channel, quotes → **THE CLIENT CLOSES** prices, negotiates, signs

Akontec holds the client contract and the commercial risk. The partner holds the floor, the people and the supervision. The client keeps pricing, negotiation and signature.

WHAT THE DESK DOES

A client – say a German pump maker opening in India, or a Coimbatore casting exporter opening in the United States – hands over a product, a price list and a definition of the customer it wants. The desk turns that into a working sales operation: it builds and verifies the list of companies worth approaching, calls them, establishes whether there is a real requirement, books meetings for the client's own sales people, recruits and screens distributors, chases quotations and samples to a written answer, and reports all of it on a fixed calendar. What it does not do is close. It has no authority over price, credit, delivery or contract and never signs anything – which is precisely what makes the work billable at a fixed monthly rate instead of a commission.

WHERE THE MANDATES COME FROM

Overseas companies reach Akontec through its investment and FDI advisory practice, usually with capital committed and a board deadline to show revenue in four quarters. Indian exporters and software product companies reach it through the business consultancy practice, typically with a founder carrying the export target personally. Akontec contracts the mandate, documents it into this process – scripts, qualification criteria, quality form, scorecard – and places it on a partner floor in pods of ten to twenty seats. Mandates run twelve to thirty-six months and usually grow into channel management and second-city expansion rather than ending at the first order.

WHAT THE PARTNER IS SIGNING UP FOR

Three obligations. Staff the allocated seats with agents who pass certification. Run the published operating cycle every day – calling, qualification, CRM closure, reporting – under a team leader and a quality analyst who are contractual rather than optional. Hold the scorecard thresholds on page 14, which are the same thresholds the variable component is released against. The partner is not asked to find the client, buy a dialler or a CRM, licence data, write the scripts, or carry any exposure to whether the client's product sells.

THE PROJECT AT A GLANCE

Process	Market Entry (Business Sales) Support
Reference	AKO-MES-BSS-2026-06
End client	Companies entering a new market
Direction	Into India, and out of India
Work type	Research, outbound calling, qualification, appointment setting, channel recruitment
Mode	Voice and non-voice
Unit of output	Qualified opportunity, held meeting, screened channel applicant
Pod size	10 to 20 seats
Mandate length	12 to 36 months, typically extended
Go-live	45 days from signature

WHAT LEAVES THE FLOOR EVERY DAY

Verified accounts added to the universe. Connected conversations with a recorded disposition. Qualified opportunities with the evidence written against each criterion. Meetings placed and confirmed in the client's diary. Channel applications collected and screened. Quotations and samples chased to an answer. One activity report, by ten the next morning.

In one sentence. Akontec brings a contracted client and a documented process; the partner brings a certified, supervised floor; the billing is fixed against the seat with a performance component on top.

Two directions of travel

The desk serves clients moving in opposite directions. The disciplines are shared; the shifts, the languages and the data sources are not.

TRACK A

India Entry Desk

The client. An overseas manufacturer, brand owner, equipment maker or technology company establishing a commercial presence in India – frequently an entity already supported through Akontec's FDI and investment advisory line, arriving with capital committed and no sales organisation.

The job. Build the Indian buyer and channel universe from the ground up, verify it, work it by telephone and message in English and the major regional languages, and place qualified meetings in the diary of the client's country head or visiting sales director.

Shift	09:30–18:30 IST, Mon–Sat
Languages	English, Hindi + 2 regional
Mix	70% voice / 30% non-voice
Seats	10 to 40
Billing	Indian rupees

TYPICAL SECTORS

Industrial equipment and components, speciality chemicals and ingredients, building materials, medical devices and consumables, packaged food brands, enterprise software and industrial automation.

TRACK B

Overseas Entry Desk

The client. An Indian manufacturer, exporter, software product company or professional services firm opening a first channel in the United States, the United Kingdom, Australia, Canada or the Gulf, usually with a founder or export head carrying the quota personally.

The job. Define the ideal customer profile in the target geography, build and enrich the account list, run time-zone aligned outbound calling and sequenced email, qualify against an agreed framework and book discovery calls that the client's own people take.

Shift	US 18:30–03:30 IST
	UK 13:00–22:00 IST
Languages	Neutral-accent English
Mix	55% voice / 45% non-voice
Seats	10 to 30
Billing	United States dollars

TYPICAL SECTORS

Engineering exports and castings, textiles and home furnishing, generic pharmaceuticals and nutraceuticals, IT services and SaaS products, agri commodities, and business process services themselves.

SHARED ACROSS BOTH TRACKS

A single quality standard. One certification syllabus, one call-evaluation form, one scorecard and one escalation path, whichever direction the mandate runs. A partner running both tracks trains once and supervises once.

A single toolset. Dialler, CRM, sequencing and recording are provisioned by Akontec on the Akon CC platform and licensed to the partner for the term at no additional charge, with the client's own systems integrated where one exists.

A single commercial shape. A fixed monthly rate per productive seat plus a variable component of up to thirty-six per cent of that rate, released against the published monthly scorecard and settled on a fixed calendar.

READ THIS BEFORE YOU COST THE PROCESS

The two tracks are not interchangeable from a cost point of view. Track B carries night-shift allowances, transport, higher salary bands for neutral-accent voice and a heavier compliance overhead; its billing rate is set accordingly. A partner without prior international voice experience is advised to take Track A first and add Track B at the second allocation, once the supervisory layer is proven.

ALLOCATION POLICY

Akontec allocates in blocks of five seats. A first-time partner is allocated a maximum of fifteen seats on either track; the balance is released after the first full scorecard month at or above the eighty-point band. Partners already running an Akontec project may be allocated their full request at signing.

The India Entry Desk, hour by hour

Nine workstreams, run as one continuous cycle. Research feeds calling, calling feeds the diary, the diary feeds the client's closing conversation, and the outcome of that conversation re-enters the research.

#	WORKSTREAM	WHAT THE DESK DOES	OUTPUT
01	**Market mapping**	Builds the addressable universe for the client's category by state, sector, turnover band and buying role, working from corporate registries, trade association directories, import–export records, industry portals and the client's own competitor list.	Account universe, segmented
02	**Data enrichment & verification**	Establishes a reachable decision maker for every account — name, designation, direct line, mobile, e-mail — and validates the entity against GST and corporate identity records before a single call is dialled.	Verified contact record
03	**Outbound prospecting**	Works the verified list by telephone in English, Hindi and the regional language of the territory, supported by WhatsApp and e-mail sequences, to a published contact cadence of five touches across fourteen days.	Connects, dispositions
04	**Qualification**	Tests each interested account against the client's agreed criteria — category fit, volume, existing supplier, buying window and authority — and records the evidence for each answer in the CRM rather than a yes or no.	Qualified opportunity
05	**Channel partner recruitment**	Sources, screens and shortlists distributors, dealers, stockists and service franchisees against the client's appointment criteria, collects application forms and supporting documents, and coordinates the client's evaluation calls.	Screened applicant file
06	**Appointment setting**	Places confirmed meetings in the diary of the client's country head or visiting director, issues the invitation and briefing note, and runs a reminder cycle at seventy-two, twenty-four and two hours.	Confirmed meeting
07	**Quotation & sample follow-up**	Dispatches catalogues and price lists on the client's template, coordinates sample despatch with the client's logistics desk, and pursues the response to every quotation on a defined follow-up ladder.	Quote status register
08	**Tender & RFQ monitoring**	Screens public procurement portals and named private buyers for live enquiries in the client's category, summarises eligibility and dates, and routes qualifying notices to the client the same working day.	Daily opportunity alert
09	**Reporting & market intelligence**	Maintains CRM hygiene to same-day standard, publishes the daily activity report by ten the next morning, and compiles a weekly note on competitor pricing, channel feedback and objections heard on the floor.	Daily MIS, weekly note

A REPRESENTATIVE DAY

The floor opens at half past nine with a fifteen-minute briefing on the previous day's dispositions and the day's target accounts. Calling runs to one o'clock, when the research analyst refreshes the queue. The afternoon block carries the follow-up ladder, quotation chasing and meeting confirmations. The last forty minutes are reserved for CRM closure and the handover note. Agents average sixty-five connected conversations a day; nothing in the design rewards dialling faster at the cost of the conversation.

WHAT THE CLIENT RECEIVES EACH MONTH

A segmented and verified account universe with coverage percentages; a pipeline of qualified opportunities with evidence against each criterion; a diary of held meetings with briefing notes and outcomes; a screened channel applicant file; a quotation and sample register with ageing; and a monthly market intelligence summary. Akontec consolidates and presents all of it; the partner's obligation is to produce it to the agreed standard and on the agreed calendar.

The Overseas Entry Desk, on the client's clock

The same nine disciplines, re-cut for a buyer who is eight to fourteen hours behind the floor, expects a written trail, and will not take a second call from someone who mispronounced the company name on the first.

#	WORKSTREAM	WHAT THE DESK DOES	OUTPUT
01	**ICP definition & list build**	Converts the client's description of a good customer into a testable profile — industry code, employee band, revenue band, technology or equipment in use, geography — and builds the account list against it from licensed data sources and public filings.	Target account list
02	**Contact discovery**	Identifies the economic buyer and the technical influencer in each account, verifies direct-dial and e-mail addresses through validation tooling, and suppresses every record that fails consent or do-not-call screening.	Validated contact set
03	**Sequenced outbound**	Runs a multi-channel cadence of cold calling, e-mail and professional-network messaging aligned to the buyer's working hours, with the calling block placed inside the client's local morning wherever the geography allows.	Conversations, replies
04	**Qualification**	Applies the agreed qualification framework — need, authority, budget indication, timeline and competing incumbent — and writes a discovery brief that the client's own closer can read in ninety seconds before the call.	Discovery brief
05	**Reseller & distributor recruitment**	Identifies and approaches channel candidates in the target market, explains the proposition, collects the profile pack and coordinates the client's evaluation, including reference checks where the client requires them.	Channel candidate file
06	**Meeting & demo booking**	Books discovery calls and product demonstrations directly into the client's calendar across time zones, issues the confirmation and agenda, and manages the reschedule cycle to protect the held-meeting rate.	Confirmed demo slot
07	**Procurement & vendor registration**	Completes buyer-portal and supplier-registration formalities on the client's behalf, tracks tender and framework notices, and assembles the documentation checklist the client's finance team must sign.	Registration tracker
08	**Trade show & event cycles**	Runs pre-show outreach to book the stand diary, supports the show with live scheduling, and executes the post-show follow-up inside seventy-two hours, when response rates are still worth having.	Show diary, follow-up log
09	**Reporting & call review**	Maintains the CRM to same-shift standard, publishes activity and pipeline reporting on the client's calendar, and submits a weekly sample of recordings with the quality analyst's evaluation attached.	Weekly pack, QA sample

WHY THE VOLUMES ARE LOWER AND THE RATE IS HIGHER

A Track B agent will hold forty connected conversations in a shift against sixty-five on Track A, and is expected to produce twelve qualified opportunities a month against twenty. The difference is not productivity but market structure: gatekeeping is heavier, the buying committee is larger, and the written follow-up carries more of the persuasion than the call does. The rate card reflects the smaller denominator, the salary band and the night-shift cost base.

LANGUAGE AND CONDUCT STANDARD

Every agent on Track B is certified on a neutral-accent assessment before going live and is re-assessed quarterly. Agents use the client's brand name and their own first name; they do not adopt a pseudonym or claim a location they are not in. Calling is confined to the permitted local window, every number is screened against the applicable do-not-call registry, and consent language is read where the jurisdiction requires it.

Where the desk stops

A support desk that oversteps its mandate creates liability for three parties at once. The boundary is drawn deliberately, and it is enforced through the quality form.

THE DESK DOES	THE DESK DOES NOT
Research, verify and segment the market	Negotiate price, discount, credit or payment terms
Approach prospects in the client's name, using approved scripts	Commit delivery dates, stock availability or specification changes
Explain the product, the range and the published price list	Sign, accept or acknowledge any contract or purchase order
Qualify against agreed criteria and record the evidence	Appoint a distributor, dealer or reseller on the client's behalf
Book, confirm and protect meetings in the client's diary	Give regulatory, tax, customs or legal advice of any kind
Collect documents, applications and registration formalities	Collect payment, deposits or advances from a prospect
Follow up quotations, samples and dispatches on a fixed ladder	Hold or invoice in its own name for the client's goods or services
Report activity, pipeline and market feedback on the calendar	Represent itself as the client's employee, agent or branch office

DATA PROTECTION AND CONFIDENTIALITY

Every record the desk touches – the client's customer list, the universe the desk itself builds, call recordings and the CRM in its entirety – is the property of the client and is held by Akontec on the client's behalf. The partner is a processor, not a controller, and its rights over the data end with the mandate.

Work is performed on a segregated floor or a clearly demarcated section of one, behind biometric access. Removable media and printing are disabled at the machine level, personal devices are not permitted at the desk, and all calling and messaging passes through Akontec-provisioned tooling so that the record is complete and retrievable. Recordings are retained for ninety days unless the client's jurisdiction requires otherwise.

A data processing addendum is executed alongside the master agreement, and every agent, supervisor and support staff member with access signs an individual non-disclosure undertaking before credentials are issued. On termination or expiry the partner's access is revoked within twenty-four hours and a certificate of deletion is furnished within seven days.

CALLING COMPLIANCE

Track A calling observes the Indian telecom regulator's commercial communication framework and the client's own consent position. Track B calling observes the do-not-call and consent regime of the destination jurisdiction, including the applicable registry screening, permitted calling hours, recorded-call disclosure where mandated and, for the United Kingdom and the European Union, lawful basis for the processing of business contact data.

Compliance is not left to the agent's judgement. Screening is applied at the dialler, calling windows are enforced by schedule, and the disclosure language sits in the script as a mandatory field on the quality form. A breach on any of these items scores the call at zero irrespective of its other merits, and a repeat pattern is an escalation to the partner's management under the agreement.

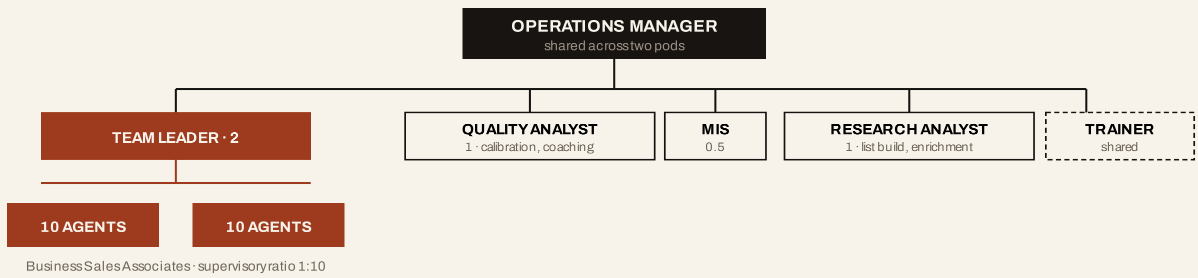
INDEMNITY POSITION

Akontec indemnifies the partner against claims arising from the client's product, pricing, published claims and contractual dealings with a prospect. The partner indemnifies Akontec against claims arising from its own breach of the calling, data and confidentiality obligations set out above, from the conduct of its personnel, and from any use of the client's data outside the mandate. Neither party carries consequential loss. The full position is recorded in clauses 9 to 12 of the master services agreement.

The pod is the unit of delivery

Capacity is allocated, trained, measured and billed in pods of twenty seats. Below ten seats the supervisory ratio stops working; above twenty-five a second pod is cheaper than a stretched one.

STRUCTURE OF A TWENTY-SEAT POD



STAFFING SCHEDULE PER POD

ROLE	COUNT	PROFILE REQUIRED
Business Sales Associate	20	Graduate, 1–3 years outbound or B2B calling, fluent in the track language set
Team Leader	2	4+ years, at least 1 year leading an outbound team, capable of live coaching
Quality Analyst	1	Certified on the Akontec evaluation form, 2+ years in outbound QA
Research Analyst	1	Comfortable with registries, licensed databases and spreadsheet-grade validation
MIS Executive	0.5	Reporting to a fixed template on a fixed calendar; may be shared
Trainer	Shared	Certified by Akontec during induction; refreshes and backfill batches
Total headcount	**24.5**	**Buffer of 15% recommended against attrition**

RULES THAT HOLD THE MODEL TOGETHER

Named seats. Every seat is filled by a named, certified agent. Rotating unnamed bodies through a billed seat is the fastest way to fail a scorecard month.

No shared agents. An agent billed to this process works only on this process during the shift. Blending with another campaign voids the variable component for the month.

Backfill in seven days. A vacated seat is refilled with a certified replacement within seven working days; beyond that the seat is not billable until refilled.

Supervision is not optional. The team leader and quality analyst positions are contractual, not advisory. A pod running without them is suspended from billing at the next review.

SHIFT PATTERNS AND FLOOR COVERAGE

MANDATE GEOGRAPHY	FLOOR WINDOW, IST	WORKING PATTERN
Track A — India	09:30 – 18:30	Six days, Monday to Saturday, alternate Saturdays optional by client
Track B — Gulf	10:30 – 19:30	Sunday to Thursday, tracking the Gulf working week
Track B — Australia	04:30 – 13:30	Five days, early shift, no night transport liability
Track B — United Kingdom	13:00 – 22:00	Five days, evening shift, return transport required
Track B — United States	18:30 – 03:30	Five days, full night shift, transport both ways

ADDING A SECOND POD

A partner running one pod at or above the ninety-point band for two consecutive months may request a second allocation. The second pod reuses the operations manager and the trainer, which is why twenty-five stretched seats are a false economy against two properly supervised pods.

Who brings what

The division is conventional and deliberately unambiguous: Akontec brings the demand, the design and the tooling; the partner brings the floor, the people and the supervision.

AKONTEC PROVIDES

- The client relationship, contract and commercial risk
- Complete process documentation, scripts, objection handling and pitch collateral
- Trainer deployment for the certification batch and every refresh
- Akon CC dialler, CRM, sequencing and recording licences for the full term
- Seed data and licensed database access for the account universe
- The quality evaluation form, calibration cadence and scorecard publication
- Client-side escalation, expectation management and change control
- Monthly invoicing to the client and payment to the partner on a fixed calendar
- First right of refusal to the incumbent partner on every seat expansion

THE PARTNER PROVIDES

- Production floor space, workstations, headsets and seating to the allocated count
- Primary leased line of not less than 20 Mbps with an independent redundant link
- Power backup — UPS for the floor and generator cover for a minimum of two hours
- Recruitment against the published profile, at 115% of allocated seats
- Payroll, statutory compliance, transport where the shift requires it
- Supervision — team leaders, quality analyst, research analyst and MIS
- Biometric access, CCTV, disabled removable media and print, clean-desk enforcement
- Attrition backfill within seven working days with a certified replacement
- Recordings, CRM hygiene and the reporting pack on the published calendar

TECHNOLOGY STACK, AS PROVISIONED

DIALLING
Akon CC predictive and preview dialler with DNC screening, calling-window enforcement, disposition trees and full-shift recording. Cloud delivered; no on-premise telephony investment required from the partner.

CRM & PIPELINE
Opportunity, contact and channel-applicant objects configured per client, with the qualification criteria as mandatory evidence fields and same-day closure enforced at the record level.

SEQUENCING
E-mail and message cadence engine with template control at Akontec's end, so that a partner cannot alter approved client-facing language without a change request.

REPORTING
Live dashboards for the partner's supervisory layer, a fixed daily MIS template, and the monthly scorecard computed from system data rather than from either party's spreadsheet.

> **A note on integration.** Where the end client already runs its own CRM, the desk works inside the client's instance and the Akon CC stack is used for telephony and recording alone. No additional charge arises either way, and no partner is asked to buy a licence for a system it does not own.

Rupee rate card

Seventy-three per cent of the maximum billing is fixed against the seat. The remaining twenty-seven per cent is earned against a scorecard the partner can read every morning.

COMPONENT	BASIS	PER SEAT / MONTH
Fixed component	Payable against every certified, named, productive seat that completes the month	**₹44,000**
Variable component	Released in bands against the published monthly composite scorecard	**up to ₹16,000**
Maximum billing per seat	**At a composite score of 95.0 and above**	**₹60,000**

THE COMPOSITE SCORECARD

MEASURE	WEIGHT	THRESHOLD
Qualified lead accuracy — accepted by the client on evidence	35	90%
Meeting-held rate against meetings booked	25	65%
Client feedback rating on the monthly review	20	4.0 / 5
Compliance and CRM hygiene audit	10	98%
Shrinkage, adherence and attrition	10	Per SLA
Composite	**100**	—

Every measure is computed from Akon CC and CRM system data and from the client's own acceptance log. Neither party's spreadsheet enters the calculation. The scorecard is published by the seventh of the following month and may be disputed within three working days.

RELEASE BANDS

COMPOSITE SCORE	VARIABLE RELEASED	BILLING / SEAT
95.0 and above	100% ₹16,000	**₹60,000**
90.0 – 94.9	90% ₹14,400	**₹58,400**
80.0 – 89.9	70% ₹11,200	**₹55,200**
70.0 – 79.9	40% ₹6,400	**₹50,400**
Below 70.0	Nil	**₹44,000**

QUARTERLY EXCELLENCE BONUS

Three consecutive months at or above 95.0 release an additional five per cent of the quarter's fixed billing. On a twenty-seat pod that is **₹1,32,000**, paid with the invoice following the quarter close.

WHAT IS INCLUDED IN THE FIXED RATE

The fixed component covers the agent, the seat, the supervisory share, the infrastructure and the partner's overhead. It does not vary with call volume, connect rate or the client's own conversion. It is payable in full for any seat that was staffed and certified for the whole month, whether or not the client's pipeline was buoyant that month.

WHAT REDUCES IT

A seat vacant for more than seven working days is billed pro rata for the days it was staffed. A seat filled by an uncertified agent is not billable until certification clears. An agent blended onto another campaign during the shift voids the variable component for that seat for the month. A confirmed compliance breach voids the variable component for the pod for the month.

CHARGES THE PARTNER DOES NOT CARRY

Dialler and CRM licensing, recording storage, the seed data and licensed database access, trainer deployment for the induction batch and every refresh, and the client-facing collateral are all provisioned by Akontec at its own cost for the term of the agreement. There is no revenue share, no platform fee and no deduction for tooling.

ONE-TIME INDUCTION FEE

A one-time process induction and certification fee of **₹1,75,000** per track is payable at signing. It covers the trainer deployment, the certification of the first batch, the collateral kit and the platform provisioning. It is not a deposit and is not refundable; there is no security deposit on this process.

All rates are exclusive of applicable Goods and Services Tax, which the partner charges on its invoice at the prevailing rate.

Dollar rate card

The same structure, quoted in dollars, against a smaller qualified-lead denominator and a heavier cost base.

COMPONENT	BASIS	PER SEAT / MONTH
Fixed component	Payable against every certified, named, productive seat that completes the month	**USD 1,000**
Variable component	Released in bands against the published monthly composite scorecard	**up to USD 350**
Maximum billing per seat	**At a composite score of 95.0 and above**	**USD 1,350**

RELEASE BANDS

COMPOSITE SCORE	VARIABLE	BILLING / SEAT
95.0 and above	USD 350	**USD 1,350**
90.0 – 94.9	USD 315	**USD 1,315**
80.0 – 89.9	USD 245	**USD 1,245**
70.0 – 79.9	USD 140	**USD 1,140**
Below 70.0	Nil	**USD 1,000**

SCORECARD, AS RE-WEIGHTED FOR TRACK B

MEASURE	WEIGHT	THRESHOLD
Qualified opportunity acceptance by the client	35	88%
Discovery call or demonstration held rate	25	60%
Client feedback rating on the monthly review	20	4.0 / 5
Calling compliance and CRM hygiene audit	12	100%
Adherence, shrinkage and attrition	8	Per SLA
Composite	**100**	—

CURRENCY AND SETTLEMENT

Rates are quoted in United States dollars. Settlement is made in Indian rupees at the Reserve Bank of India reference rate on the date of the invoice, unless a back-to-back export arrangement is put in place at the partner's request, in which case settlement is made in dollars and the partner furnishes the inward remittance certificate within thirty days of realisation. Partners are asked to confirm the tax treatment of either route with their own advisor before electing it; Akontec does not give tax advice.

NIGHT SHIFT AND THE COST BASE

The Track B rate is set on the assumption that the partner carries a night-shift salary band, employee transport in both directions, the statutory obligations attaching to night working including the requirements for women employees, and a heavier compliance and information-security overhead. Partners costing this track against a day-shift domestic benchmark will arrive at the wrong margin. The worked model overleaf uses realistic night-shift inputs.

GEOGRAPHY LOADING

Mandates for Australia and the Gulf, where the shift sits in the Indian morning or early afternoon, are quoted at USD 900 fixed with the same variable structure, reflecting the lower cost of a non-night operation. United States and Canada mandates carry the full rate. United Kingdom and European mandates, running an afternoon-to-late-evening shift, are quoted at USD 950.

QUARTERLY EXCELLENCE BONUS

As on Track A, three consecutive months at or above 95.0 release an additional five per cent of the quarter's fixed billing – on a fifteen-seat pod, **USD 2,250** – paid with the invoice following the quarter close. Track B partners also earn first call on the next international mandate Akontec places, ahead of the general partner pool.

What a pod actually returns

Modelled on realistic South Indian metro cost inputs at September 2026 wage levels. A partner in a tier-two city will run three to five points better.

MODEL ONE

Track A · 20 seats · 80–89.9 band

MONTHLY BILLING	₹
Fixed — 20 seats × ₹44,000	8,80,000
Variable — 20 seats × ₹11,200	2,24,000
Gross billing to Akontec	**11,04,000**

PARTNER COST BASE	₹
Agents — 20 × ₹23,500 fully loaded	4,70,000
Supervision — 2 TL, QA, research, MIS	1,76,000
Seat infrastructure and connectivity	84,000
Facility, power and utilities	55,000
Recruitment, admin and overhead	60,000
Total monthly cost	**8,45,000**

MONTHLY CONTRIBUTION **₹2,59,000**

ANNUALISED **₹31,08,000**

23.5% contribution margin

MODEL TWO

Track B · 15 seats · 80–89.9 band

MONTHLY BILLING	₹
Fixed — 15 seats × USD 1,000	12,75,000
Variable — 15 seats × USD 245	3,12,375
Gross billing — USD 18,675 at ₹85	**15,87,375**

PARTNER COST BASE	₹
Agents — 15 × ₹33,000 fully loaded	4,95,000
Night transport, both directions	67,500
Supervision — 2 TL, QA, research and MIS	1,90,000
Seat infrastructure and connectivity	82,500
Facility, power and night operations	85,000
Compliance, security and licensing	60,000
Recruitment, attrition, admin and overhead	1,35,000
Total monthly cost	**11,15,000**

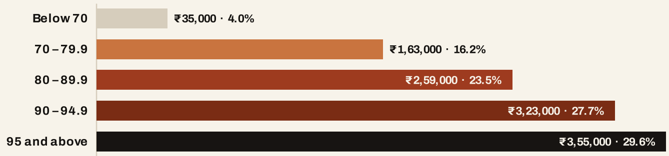
MONTHLY CONTRIBUTION **₹4,72,375**

ANNUALISED **₹56,68,500**

29.8% contribution margin

SENSITIVITY

Monthly contribution on the same twenty seats, by score band



READING THE CHART

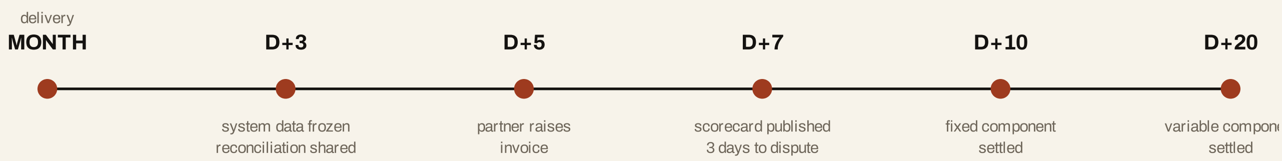
The distance between a pod scoring seventy-five and one scoring ninety-two is roughly **₹19 lakh a year** on the same twenty seats and very nearly the same cost base. It is bought with a competent team leader, an honest quality analyst and a research analyst who keeps the calling queue clean – a supervisory layer costing under two lakh a month in total.

The floor of the chart is equally instructive. A pod that drifts below seventy returns almost nothing, because the cost base does not fall when the scorecard does. This process rewards supervision, not seat count.

Cost inputs are indicative and drawn from comparable Akontec partner operations. Partners should substitute their own wage, rent and utility figures before committing. The one-time induction fee falls in month one and is not shown in the monthly model.

A calendar, not a conversation

Every date below is contractual. Payment to the partner is not contingent on when the end client settles its own invoice.



HOW THE MONTH IS CLOSED

Dialler and CRM data are frozen on the third working day and a reconciliation statement – productive seats, staffed days, activity counts, accepted leads and meetings held – is shared with the partner before anything is computed. The partner has two working days to flag a discrepancy in the underlying data. This sequence exists so that the scorecard, when it is published, is arithmetic rather than argument.

The invoice is raised on the fifth against the agreed seat count and the fixed rate, with the previous month's variable component added as a separate line once that scorecard has been published and the dispute window has closed. Akontec issues a purchase order at the start of every quarter so that the partner's finance team has an instrument to bill against.

DISPUTES

A published scorecard may be disputed within three working days, in writing, against a specific measure and with the records relied on. Akontec responds within five working days. An unresolved dispute is escalated to the joint review, and the undisputed portion of the invoice is released on the normal calendar rather than held.

PAYMENT TERMS IN SUMMARY

Fixed component	D+10
Variable component	D+20
Quarterly bonus	With the next cycle
Mode	NEFT / RTGS
Retention	Nil
Security deposit	Nil
Contingent on client payment	No
Credit period beyond calendar	None

DEDUCTIONS, IN FULL

There are four, and there are no others. A seat vacant beyond seven working days is billed pro rata. An uncertified agent in a billed seat is not billable until certification clears. An agent blended onto another campaign voids that seat's variable for the month. A confirmed calling or data compliance breach voids the pod's variable for the month. Nothing else is deducted – not tooling, not data, not platform, not a share of the client's revenue.

Escalation of non-payment. If a settlement date is missed, the partner may suspend delivery after seven days' written notice without breaching the agreement, and interest accrues at one and a half per cent a month on the outstanding amount. The clause is reciprocal and it has never been invoked.

The numbers the desk is held to

Ten measures, all computed from system data, all visible to the partner's supervisory layer in real time. Nothing in the scorecard is disclosed for the first time at month end.

MEASURE	TRACK A	TRACK B	MEASURED BY
Connected conversations per agent per day	65	40	Dialler, conversations above 30 seconds
Qualified opportunities per agent per month	20	12	CRM, after client acceptance
Lead acceptance rate	≥ 90%	≥ 88%	Client acceptance log
Meeting or demonstration held rate	≥ 65%	≥ 60%	Calendar reconciliation
Quality evaluation score	≥ 85%	≥ 88%	Eight calls per agent per month, Akontec form
CRM closure, same day	100%	100%	System audit at shift close
Schedule adherence	≥ 92%	≥ 92%	Workforce log against roster
Shrinkage, unplanned	≤ 8%	≤ 8%	Attendance against billed seats
Monthly attrition	≤ 8%	≤ 10%	Certified headcount movement
Reporting punctuality	10:00 IST	Shift + 2h	MIS submission timestamp

QUALITY FRAMEWORK

Eight calls per agent per month are evaluated against the Akontec form, which carries four sections – opening and identification, discovery and listening, product and price accuracy, and close and next step – with a mandatory compliance block that scores the call at zero if any item in it fails. The partner's quality analyst performs the evaluations; Akontec re-scores a ten per cent sample every month and the two must calibrate within five points.

Coaching is a documented obligation rather than a courtesy. Any agent below the quality threshold enters a four-week improvement plan with weekly evidence, and the plan itself is auditable. Two consecutive months below threshold removes the agent from the certified list and therefore from the billable seat.

GOVERNANCE CADENCE

FORUM	FREQUENCY	ATTENDING
Floor huddle and dispositions review	Daily	TL, agents
Pipeline and blocker call with Akontec	Weekly	TL, ops, Akontec
Quality calibration	Fortnightly	QA, Akontec QA
Client business review	Monthly	Ops head, Akontec, client
Commercial and scorecard review	Monthly	Partner management, Akontec
Mandate and expansion review	Quarterly	Both principals

REMEDIATION, NOT PENALTY

A missed service level does not attract a financial penalty beyond the variable band it already affects. It attracts a written improvement plan with a thirty-day horizon. Two consecutive months below the seventy-point composite entitles Akontec to reduce the allocation; three entitles either party to terminate on thirty days' notice. The intention throughout is to fix the pod, not to fine it.

Forty-five days from signature to full ramp

WINDOW	STAGE	WHAT HAPPENS	GATE
Day 1–7	**Contracting and audit**	Master services agreement, non-disclosure undertaking and data processing addendum executed. Induction fee settled. Akontec audits the floor, the network, the power backup and the access controls, and allocates seats against the audit.	Floor sign-off
Day 8–14	**Recruitment**	Hiring against the published profile at one hundred and fifteen per cent of allocated seats. Aptitude, language and voice assessment administered on the Akontec template; Akontec sits in on the final panel for the first batch.	Offers released
Day 15–21	**Certification**	Six-day classroom programme — client and product module, market and territory module, tooling module, compliance module, objection handling and mock calling. Written and voice assessment at eighty per cent to certify.	Certified list issued
Day 22–30	**Pilot**	Live calling at fifty per cent of allocated capacity on a seeded list, with daily calibration between the partner's quality analyst and Akontec, and two client shadow sessions. Scripts are tuned against real objections in this window.	Go-live sign-off
Day 31–45	**Ramp**	Progressive ramp to one hundred per cent of allocated seats, second batch certified where the allocation requires it, reporting cadence moved to steady state.	Full capacity
Day 46+	**Steady state**	Normal operating rhythm. The first full scorecard is published on the seventh of the following month and the first variable component is released with it.	First scorecard

BILLING DURING MOBILISATION

Seats are billed from the go-live date, not from the date of signature, and the pilot fortnight is billed at the fixed component only with no variable exposure on either side. A partner therefore carries its own recruitment and training cost through the first three weeks; on a twenty-seat Track A pod that exposure is in the region of four to five lakh rupees, recovered inside the first two full billing months.

WHAT AKONTEC DOES DURING THIS WINDOW

A trainer is deployed to the partner's site for the certification programme and remains through the pilot. The platform is provisioned and tested before the batch enters classroom, and the seed data is loaded before the pilot begins, so that day one of live calling is calling and not list building. A named Akontec operations contact is available on the floor's own hours through the ramp.

ELIGIBILITY TO BE ALLOCATED THIS PROCESS

- Private limited company or LLP, registered and operating for two years or more
- Operating facility of not less than thirty seats with ten available for allocation
- Demonstrable outbound, B2B or lead generation experience on a live process
- Leased line of 20 Mbps or higher with an independent redundant link
- UPS cover for the floor and generator cover for two hours or more
- Biometric access, CCTV coverage and disabled removable media on production machines
- Payroll compliant with provident fund and employee state insurance obligations
- ISO 27001 certification held, or a commitment to obtain it within six months
- No adverse litigation or regulatory proceeding affecting the operating entity
- For Track B, prior international voice experience or a supervisory layer that has it

A physical or video floor audit precedes every allocation, including for existing Akontec partners. The audit report forms an annexure to the agreement and is repeated annually.

Commercial terms, on one page

TERM	POSITION
Process reference	AKO-MES-BSS-2026-06
Contracting entity	Akontec Synergy Private Limited
Agreement term	12 months, renewable
Lock-in	3 months from go-live
Notice after lock-in	60 days, either party
Minimum allocation	10 seats per track
Maximum allocation	40 seats Track A / 30 Track B
First-time partner cap	15 seats per track
Track A fixed / variable	₹44,000 / up to ₹16,000
Track B fixed / variable	USD 1,000 / up to USD 350
Induction fee	₹1,75,000 per track
Security deposit	Nil
Payment — fixed / variable	D+10 / D+20
Rate revision	On renewal only
Exclusivity	Non-exclusive both ways
Non-solicitation of the client	Term plus 24 months
Governing law and venue	India; courts at Chennai
Offer validity	45 days from issue

HOW TO ACCEPT

One. Return the acceptance block below by e-mail to support@akontec.com, stating the track or tracks, the seat count requested and the intended go-live month.

Two. Akontec schedules the floor audit within five working days and issues the audit report and the allocation letter.

Three. The master services agreement, the non-disclosure undertaking and the data processing addendum are executed, and the induction fee is settled.

Four. The mobilisation calendar starts the next working day, and the named Akontec operations contact is introduced to your team.

ACCEPTANCE IN PRINCIPLE

Partner entity ____________________

Track requested ____________________

Seats requested ____________________

Intended go-live ____________________

Authorised signatory ____________________

Designation and date ____________________

This proposal is an invitation to partner and is not itself a contract. Rights and obligations arise only on execution of the master services agreement.

ASKED BY EVERY PARTNER, BEFORE SIGNING

DO WE MEET THE CLIENT?

Yes, on the monthly business review and during the pilot shadow sessions. Commercial discussion with the client remains with Akontec for the term and the twenty-four months following it.

WHAT IF THE CLIENT EXITS?

Akontec carries that risk. If a mandate closes mid-term, the partner is paid for the notice month in full and is offered a replacement mandate ahead of the general partner pool.

CAN WE RUN BOTH TRACKS?

Yes, on separate certified pods and separate agreements. Most partners take Track A first and add Track B once the supervisory layer has proven itself.

IS THE RATE NEGOTIABLE?

The published rate is uniform across the partner network and is not negotiated seat by seat. It is revised only at renewal, and upward movement is earned through the scorecard.

AKONTEC

Akontec places outsourced processes with BPO service providers across India – domestic and international mandates, AI-supported operations, venture projects and cloud solutions. Building solutions. Delivering excellence.

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