

# Appointment of Direct Sales Agent (DSA) to sell KENT products

**KENT**  
*Health Care*  
**PRODUCTS**

INNOVATIONS  
TO PROTECT YOUR FAMILY WITH  
PURITY



**WATER  
PURIFIERS**



**COVID 19  
DISINFECTANT**



**WATER  
SOFTENERS**



**AIR  
PURIFIERS**



**KITCHEN  
APPLIANCES**



**VACUUM  
CLEANERS**

# FEATURES OF DSA SCHEME



No stocking by DSA



No Investment by DSA



Order Procurement by  
DSA



Order Execution by  
KENT



Direct payment  
collection by KENT



Monthly credit of  
commission to DSA

# ROLE OF DSA

- ✓ Responsible to create his own leads by contacting prospective customer's on phone calls or WhatsApp/Email marketing. He will explain the features of the product to the customer and book orders.
- ✓ He will contact customers on WhatsApp, Facebook etc and send them KENT product details, videos and convince customers to buy KENT products
- ✓ The price at which DSA will book order would be slightly lower than market price so that customer is convinced that he/ she has got a discount (even competing with online price). This will be explained later

# ROLE OF DSA

- ✓ He will book orders directly on our DSA portal through his mobile phone or Laptop.
- ✓ Customer will get a direct payment link through which he/she can make direct payment to KENT. DSA will be able to track status of order (Payment/Dispatch etc) through DSA portal.
- ✓ The orders will come directly from the customer and any order should not be from Channel Dealers.

# How to Submit Application

- ✓ Prospective DSA can open URL <https://www.kent.co.in/dsa/> and go through DSA scheme details. He/she can submit the online form which requires basic details. Each application is reviewed and further a brief interview is conducted.

### DSA Registration

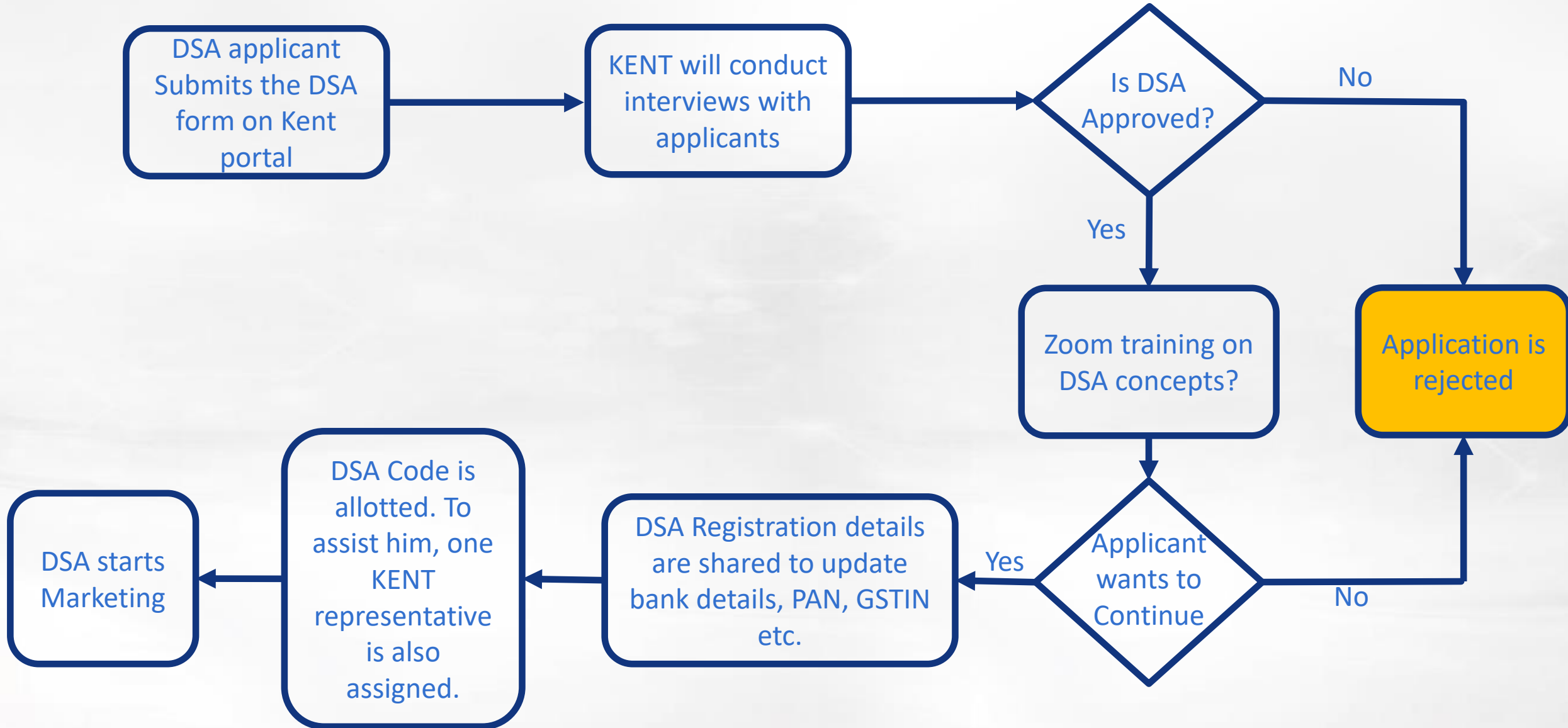
**Personal Information**

First Name <input type="text" value="*First Name"/>	Last Name <input type="text" value="*Last Name"/>
Email <input type="text" value="*Email"/>	Mobile No. <input type="text" value="*Mobile No."/>
Address <input type="text" value="*Address"/>	Pin Code <input type="text" value="*Pincode"/>
City <input type="text" value="*City"/>	State <input type="text" value="*State"/>

**Other Information**

Do you have bank account ? <input type="radio"/> Yes <input type="radio"/> No	Do you have PAN number ? <input type="radio"/> Yes <input type="radio"/> No
What is your qualification ? <input type="text" value="--Select--"/>	What is your current profession ? <input type="text" value="Profession"/>
Do you have Experience in Direct Selling ? <input type="text" value="--Select--"/>	Brands/Products dealing in <input type="text"/>
Type of DSA Applicant <input type="text" value="Others"/>	Any other information that you want to share <input type="text" value="Any other information that you want to share"/>

# DSA Selection FLOWCHART



# HOW DSA WILL CONVINCe CUSTOMERS



DSA will reach-out to his/her friends/family/customer about KENT product



DSA will be provided with promotional articles on DSA portal which he/she can use to share on their Facebook/WhatsApp/Email etc.



He/she will contact his reference through phone call and share the product presentation with them on WhatsApp / Facebook/ Email



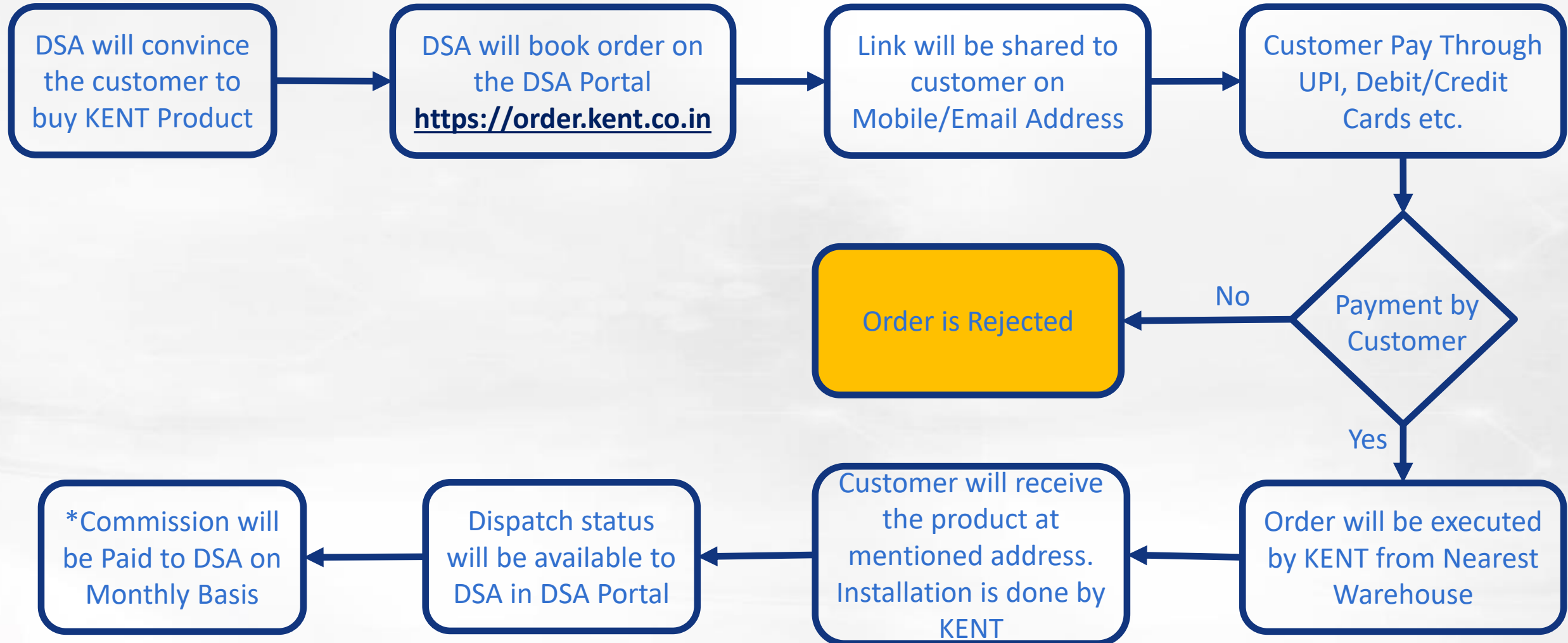
After this, he/she will convince them to have Zoom call/ WhatsApp Call and give a full description of the product



He/she will share the Product Videos & Product Brochures with the prospective customer and confirm the order













# DSA ORDER PROCESS FLOW







\*DSA Commission: Difference between Selling price and DSA price will be commission of DSA. For example DSA price of Induction Cooktop is 2,000/- . If DSA books the order at 2,500/- then his/her commission will be 500/- for this order

# Products Offered for Sales to DSA

Category	Product Image	Product Name	MRP	Normal Selling Price (A)
RO Water Purifier		Kent Grand +	20,500	17,500
		Kent Wonder	18,500	15,500
		Kent Grand Star	21,000	18,500
		Kent Super Star	19000	17000
		Kent Pearl	20,500	18,000
UV Water Purifier		Kent Maxx	10,000	8,500
		Kent Ultra Storage	9,500	8,000

Category	Product Image	Product Name	MRP	Normal Selling Price (A)
Gravity Water Purifier		Kent Gold	3,200	2,950
Health Plus (Under the Sink Water Purifier)		Kent Health Plus	3,450	3,250
Water Filter Pitcher (To make RO Water Alkaline)		KENT Alkaline Water Filter Pitcher	1,950	1,900
Water Softener (To make hard water soft)		Kent Bathroom Water Softener	14,000	13,000
Water Softener (To make washing machine water soft)		Kent Washing Machine Water Softener	7,000	6,500
Kitchen Appliances		Kent Power Grinder & Blender Plus	7,250	4,950
		Kent Induction Cooktop - KAG01	3,450	2,600

Category	Product Image	Product Name	MRP	Normal Selling Price (A)
Ozone Box (To disinfect daily use items)		Kent Ozone Disinfection Box	7,500	6,500
Vegetable Disinfectant (To disinfect fruits and vegetables)		Kent Ultima Vegetable Disinfectant	9,000	8,000
Ozone Room Air Disinfectant (To disinfect rooms)		Kent Room Ozone Air Disinfectant	7,000	6,490
Ozone Car Air Disinfectant (To disinfect Car cabin air)		Kent Car Ozone Air Disinfectant	4,000	3,750

# Earnings of DSA

- DSA commission for each order would be order price from customer less DSA Price
- Sometimes DSA may not be able to get orders at Normal Selling Price and may have to offer additional discounts
- In such cases, DSA commission will get reduced. Hence it is advisable to not offer too much discounts.
- Note that no order will be entertained which is having a margin of less than 5% from the DSA price as we want DSA to earn more commission.
- **Further to boost earnings of DSA, we are offering a monthly incentive scheme which will be over and above Monthly DSA commission.**

## Monthly DSA Incentive Scheme

Monthly Turnover of 0 to 1 Lac : No incentive

Monthly Turnover of 1 Lac to 2 Lac : 4% of turnover

Monthly Turnover of 2 Lac to 3 Lac : 5% of turnover

**DSA earnings = Monthly DSA Commission + Monthly Incentive**

# FAQs

### **1. What to do if the customer wants to pay in cash?**

DSA can take the cash from the customer and then deposit the order amount from his bank account.

### **2. What is the minimum price he can sell the product?**

The minimum selling price would be 5% above the DSA price. Any order below this price will not be executed. However, it is advised to sell the product at the highest possible price (below MRP) so that DSA generates maximum commission.

### **3. How much time will it take for the Kent Product to reach the customer?**

The product will be dispatched within 24hrs after the payment has been received and confirmed by the bank from the nearest KENT depot. Order dispatch details will be shared with the customer as well as DSA. The same can also be tracked in the DSA portal. Generally product should reach with-in 72 hours.

### **4. How to get the product installed and serviced?**

The customer needs to call on the KENT helpline number **92-789-12345** to get the product installed.

### **5. If someone wants physical demo of products before purchase, how DSA can arrange it?**

Each DSA will be linked to one KENT salesperson. Details of Kent Salesperson will be available in the DSA portal also. DSAs can coordinate with the designated Salesperson to arrange the physical demo of product at customer's house.



**6. Can a special price will be given for bulk orders ?**

DSAs can contact assigned KENT employee to get special pricing for bulk orders if possible.

**7. When DSA will get his sales commission?**

DSA commission will be paid on a monthly basis by 15th of subsequent month.

**8. What deduction will be made on commission earned by DSA?**

TDS @3.75% will be deducted from the monthly commission

**9. Do DSA need to raise the invoice to get the commission?**

No invoice is required for DSA who are not under GST. However, Invoice is required from the DSA's who are under GST.

**10. Whom shall I call if I have queries which can't be addressed by assigned Kent Salesperson to me?**

Please call 01203075040 or drop a mail to [dsahelp@kent.co.in](mailto:dsahelp@kent.co.in) for any query

**Thank You!**