

Mission:

Creating a detailed yet simple enough Sales Compensation Plan.

Problem:

If the Company is clear on the tasks that it requires its salesforce to be performing, then it has to be able to formulate an actionable and relatively easy to understand plan so that Sales people are driving their energy to maximize the Revenue of the firm, driving therefore their own compensation.

Compensation drives behavior and in Clarity of thoughts lies the Clarity in writing.

Solution:

1- The goals:

1. Keep the Sales motivated as their interests are in line with the ones of the Company
2. Keep increasing our footprint
3. Keep focusing on clients of all sizes that will generate meaningful Revenue for the Company
4. Keep everybody energized

2- The Targets:

The essential part of the Compensation plan is to transform in a clear

- a) **Hunting:** x% of plan based on Revenue from New Accounts.
 - a. Note1: there is a fixed Target of "New Revenue", based on individual territories, taking into accounts the difficulty of penetration of such territories.
 - b. Note2: Targets are set quarterly, with accelerators and decelerators on performance. Over-ride are calculated quarterly, but paid only at the end of the year. Quarterly achievements are reset every quarter, so that a bad quarter does not affect the entire year.
- b) **Farming:** y% of plan based on Revenue generated on Set Portfolio on which a % of growth is applied, in line with the Company's budget.
 - a. Note1: Same model than on New Business applies for accelerators/decelerators.
- c) **Campaigns:** z% of plan based on Specific Sales Campaigns, products based, that will be created throughout the year. These campaigns are a essential tool for the Business Lines to push their new Products.
- d) **Discretionary:** t% of plan based on pure discretionary, under the responsibility of Direct Sales Management.

3- Pay out:

If the pay-out varies depending the Company history and particular situation, traditionally, the payment of Sales commissions are processed quarterly, the month following the closing of a calendar quarter. In some cases, commissions are paid semi-annually, with Campaigns results being paid quarterly.