



Why is this important?

- ▶ Sales Comp Plans drive specific behaviours in the sales team
- ▶ There is a direct correlation between 'best practice' comp plans and success in technologies companies
- ▶ Comp plans impact all recognised sales improvement levers
e.g. Great territory design will fail without an appropriate comp plan
- ▶ Demand is high for star performers and effective comp plans are a key
- ▶ A well designed compensation plan will attract and retain good sales reps, whilst weeding out poor ones earlier

What are the deliverables?

- ▶ Revised 'best practice' sales comp plans
- ▶ Scientifically set quotas
- ▶ Increased sales motivation and focus
- ▶ Increased visibility of good and poor performers
- ▶ Increased chance of sales growth
- ▶ The Comp Plan redesign process will highlight other bottlenecks in the sales process

What questions can be answered?

- ▶ What are the elements of a 'best practice' comp plan?
- ▶ How do I introduce comp plan changes?
- ▶ Where should I put my best sales resource?
- ▶ How do I integrate new sales resource?
- ▶ When should I change comp plans or territories?
- ▶ How do I control the pay out from a comp plan?
- ▶ How do I incentivise my 'A' players?

What is the Trinamo approach?



ACTIVITY	Senior management interviews	Agree implementation plan	Install new plans
	Data request & desk research	Map to Best Practice	Drive 30 day activity plan
		Implementation workshops	Monitor
OUTPUT	Data file	Syndication meeting	Focused sales effort
		Revised comp plans	Best practice processes
		Implementation plan	More sales!