



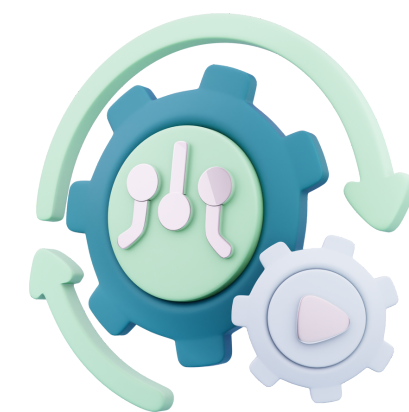
# 7 SALES COMPENSATION TRENDS FOR 2024

## 1 Collaborative Approach



Governance committees will be formed from Finance, Legal, Sales Ops, and HR teams to guide the incentive plan design process.

## 3 Automate Incentives



Automation of sales incentives program will be a priority for flexible adaptation to changing market needs.

## 5 Strategic Incentives



Incentivizing key touchpoints to adapt to market challenges will be an effective compensation strategy.

## 7 Quota-Setting



Sales team's involvement in quota setting will be crucial for aligning with corporate goals.

## 2 Personalized Incentives



Personalized individual/team incentives will be assigned based on role, tenure, and sales process complexity.

## 4 Retaining Top Talent



Extra emphasis will be on retention/signing bonuses to minimize the attrition of top performers.

## 6 Transparency



Transparency in incentives will be a key factor with sales funnel insights to improve conversion rate.