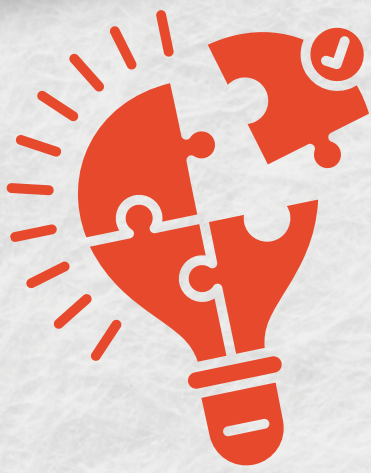
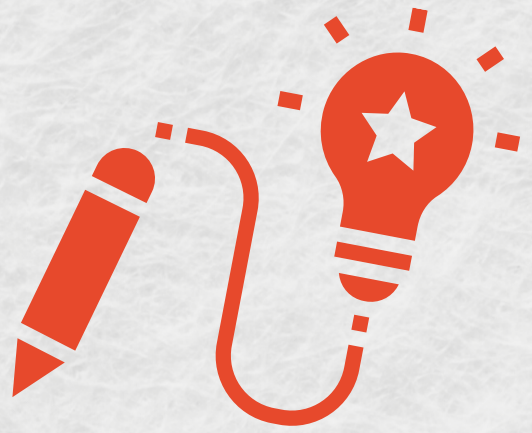


INCENTIVE PLAN DESIGN PROCESS

01

IMMERSION

- Evaluate current plan design documents
- Identify key priorities and sales strategy using interviews
- Collect financial data including sales history and performance
- Qualitative understanding of perceived gaps, attrition, standards



02

ANALYSIS

- Evaluate effectiveness of existing plans and their ability to drive results
- Identify specific behavior
- Recognize performance patterns/trends



03

PLAN OPTIONS

- Identify plan design guiding principles
- Define metrics depending on performance benchmarks
- Define frequency of payments
- Determine performance qualifiers
- Select appropriate plan type



04

QUALITATIVE ASSESSEMENT

- Top performer rewards and recognition
- A competitive plan that ensures equal earning opportunities
- Extending plans based on expectations at all hierarchical levels

05

FINANCIAL MODELING

- Predict overall payout for various performance scenarios
- Assess the yearly impact of individual reps
- Test for pay for performance and fiscal responsibility



06

PLAN FINALIZATION

- Review proposed IC plan and finalize plan components
- Update plan using modeling results and client discussions
- Create plan design overview document

