Aurochs **Plan Design Process**

1
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

2
Analysis

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

3
Plan Options

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

4
Qualitative Assessment

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

5
Financial modelling

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

6
Plan finalization

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