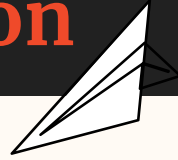


Incentive Plan with Purpose

Keys for **Effective Plan Communication**



Business Objective Alignment ✕

- Explain underlying business objectives
- Identify appropriate messaging around plan education, fairness perception, behavioral change
- Include sales leadership in design & communication process

Communication Channels

- Identify channels for communication such as emails, focus group discussions, sales leadership meetings etc
- Involve sales leadership and incentive operations group for alignment & query resolution

Support Avenues

- Evaluate additional avenues to reinforce plan understanding
- It may include online documentation, plan design/payout table leaflets with crisp messaging, eligibility conditions sheet, payout calculator, etc

Process Success Evaluation

- Feedback about plan roll-out is critical and must be gathered through surveys or rep interviews
- E.g. a feedback loop can help companies understand areas where they lag in plan communication and make appropriate adjustments

Best Practices ✕

- Ideally, communicate the plan within 2 weeks of the performance period start
- A rep's immediate manager is a key resource for plan information
- Plan communication is not one-time process. Ongoing reinforcement gets better results