

# ADAPTING PERSONALIZED INCENTIVE PLANS FOR GENERATIONAL PREFERENCES

01

## **PAY MIX SELECTION**

A flexible pay mix allows catering to diverse generational career preferences. Millennials favor more variable pay, while Gen Xers prefer a balanced mix for stability. Providing such options appeals to a broader spectrum of sales team

02

## **PAYOUT CURVE SELECTION**

The payout curve is an important factor in incentive plans. Offering various curve options, including aspects like thresholds, accelerators, and caps, can align compensation with performance expectations

03

## **PAYMENT QUALIFIERS**

Sales teams are multifaceted, and so should be their performance parameters. Incorporating payment qualifiers that go beyond traditional metrics acknowledges their diverse skill sets & encourages a holistic approach to sales strategy

04

## **PAYMENT MODIFIERS**

For acknowledging national & regional performance differences, payment modifiers are essential. Introducing accelerators or decelerators in incentive plans ensures fairness & motivates team to excel within markets