

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

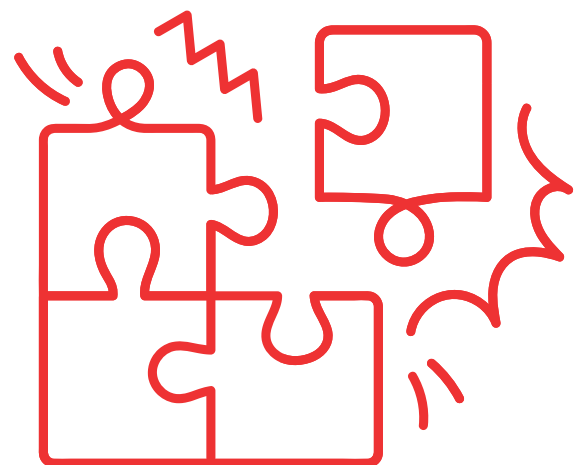


Support Avenues

- 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