



COMPENSATION AND BENEFITS PRACTICE

Sales Compensation Incentives Services

Alvarez & Marsal's Sales Compensation Incentives solution offers plan design, analysis and communications services to help optimize a company's incentive program for sales personnel. Through careful planning and evaluation, organizations can reduce human resource churn, improve productivity, cut costs and gain confidence that their plan fits their unique business. A&M's services can ensure companies receive a reasonable return on investment on their incentives program and confirm that the right sales compensation plan strongly aligns with the organization's sales and business strategies.

Four signs it's time to optimize your sales compensation strategy

- ➔ **Is your company's current incentive program worth the investment?** Times and strategies change. You may find your plan is not as effective as it could be. Having a plan that focuses on productivity and matches your business strategy can often capture the results you need.
- ➔ **Experiencing churn or retention issues in the sales department?** This can often be a sign that your incentives plan can be improved to attract top-tier sales talent.
- ➔ **Does your company have the resources internally to run the plan effectively?** Good plans benefit from continuous data analysis to confirm that the program operates as planned and an operational lead to ensure all processes are auditable and accurate.
- ➔ **Are the results of your company's incentive plan predictable?** If not, it may indicate that your incentives program needs adjusting to meet the current environment.

How can A&M add value to your sales compensation strategy?



Engage leadership

Initially, A&M professionals will set up interviews with key stakeholders in the organization to establish pain points and opportunities for improvement.



Analyze

A&M professionals evaluate the sales incentive program data to identify areas to improve.



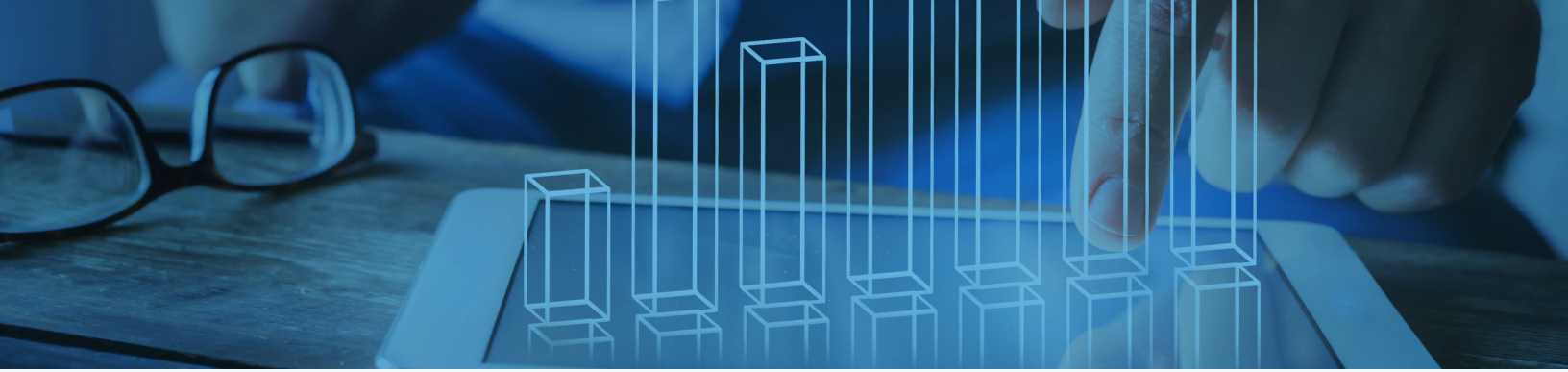
Recommend key steps

After thoroughly analyzing the plan, A&M professionals provide a list of recommended actions.



Design and implement recommendations

A&M professionals design improved plans, roll them out across organizations and provide the communication necessary to incentivize sales personnel.



What are the benefits of A&M's Sales Compensation Incentives solution?



Cost savings: In many cases, a newly redesigned incentives plan can save money and improve revenue results on the back end.



Gain alignment and efficiency: A&M can help leadership optimize the ratio of commission as a percentage of revenue by more effectively aligning the compensation program to the sales strategy.



Build confidence in compliance: A&M professionals help companies ensure that all facets of their plan are accurate and auditable.



Improve retention: Better plans encourage long-term talent retention and reduce the likelihood of churn in the department. Effective and efficient incentive programs can protect your most important assets—employees—from being poached.

What makes Alvarez & Marsal different?

A&M's broad expertise in designing, enhancing and deploying sales compensation incentive plans ensures clients can have the utmost confidence in the competitiveness of and the value-driven nature of their program.



Customer-centric focus: A&M services are customized for each client based on their unique go-to market strategy. A&M not only focuses on the client, but also fixates on what's best for their customers. A&M professionals structure incentive plans that enhance buyer experience within the sales expression of the organization.



Industry agnostic approach: A&M's experience assisting clients across many industries provides an in-depth understanding of the sales environment in each sector. Wherever sales occur, A&M can help.



On-the-ground experience: A&M's highly skilled professionals have experience being sales people and understand the compensation requirements for these unique employees. With more than 15 years of experience designing plans from scratch and improving existing incentive programs, A&M helps build client confidence that their plans will provide results.



Broad support for complex issues: Unlike more narrowly focused consultants, A&M is a full-service consulting firm, providing not only sales incentive compensation assistance but also broader compensation and benefits advice, including all employee compensation benchmarking and short-term incentive plan design, executive compensation consulting, retirement plan design and compliance, as well as advice on accounting and payroll.



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ABOUT ALVAREZ & MARSAL

Founded in 1983, Alvarez & Marsal is a leading global professional services firm. Renowned for its leadership, action and results, Alvarez & Marsal provides advisory, business performance improvement and turnaround management services, delivering practical solutions to address clients' unique challenges. With a world-wide network of experienced operators, world-class consultants, former regulators and industry authorities, Alvarez & Marsal helps corporates, boards, private equity firms, law firms and government agencies drive transformation, mitigate risk and unlock value at every stage of growth.

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