



INCENTIVES AND COMPENSATION PLANS

Overview of the Sales Performance Management challenges in the Telecom industry

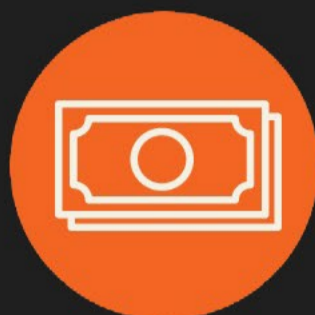
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WHY COMPENSATION PLANS MATTER



#1

motivator in driving sales performance



11%

of telco revenue expenditure



91%

of sales professionals affected

2

CHALLENGES FOR TELCOS

keep up with business needs



evaluate impact before launch



tie plans to customer value



promote fairness & healthy competition



align plans with business goals



build trust among sales teams



3

SOLUTIONS

choose a Sales Performance Management tool that:



Automates the creation and calculation of plans



Is designed from scratch for telcos by industry experts



Is reliable, accurate and trustworthy

4

BENEFITS OF CHOOSING RAID INCENTIVES

-5%



Compensation Spend

-8%



Overpayments

-40%



Disputes

-90%



Shadow accounting

+3%



Revenue per User

+15%



Profitability

RAID INCENTIVES

Reward initiatives which drive customer value