

# XaaS

## SALES COMPENSATION

### 2019 SYMPOSIUM

**AUGUST 21, 2019**  
**DocuSign**

221 Main Street, #1500  
San Francisco, CA

Join your peers at our **2019 XaaS Sales Compensation Symposium** and receive the latest insights and trends as we explore how the fight for talent and new go-to-customer roles are upending traditional sales compensation strategies.

This daylong symposium will focus on the issues and opportunities you and other leaders face with today's sales compensation programs.

#### TOPICS COVERED INCLUDE:

- The latest trends from Alexander Group's XaaS sales strategy research
- Sales compensation implications of attracting and retaining top talent
- Compensating new and emerging roles
- Contemporary design challenges and solutions

Attend the symposium and learn how to navigate the complexities and organizational challenges of sales compensation and leave with best practices, case studies and practical approaches from *executives just like you*.

***"I find it helpful to get out of my day-to-day world and talk with peers about the creative things they are doing to overcome the challenges we all share."***

— BETH ANN VAUGHN

VP, Worldwide SaaS Sales & GTM Transformation, IBM

#### FOR MORE INFORMATION OR TO REGISTER

Visit [alexandergroup.com/events/symposiums/](http://alexandergroup.com/events/symposiums/)

OR CONTACT: SONDR A ELEK

404.443.5351 | [selek@alexandergroup.com](mailto:selek@alexandergroup.com)

The XaaS Sales Compensation Symposium is an annual experience that is part of Alexander Group's Leadership Series bringing together executive-level professionals with industry thinkers sharing real-world experiences and expert analysis on the most timely and important topics on sales compensation.

As a participant in the 2019 Symposium, you will enjoy a discount to the #1 revenue-focused Executive Forum November 13-15, 2019 at The Breakers in Palm Beach, Florida.\*

Further your insights, best practices learning and unprecedented networking with your industry peers.

Visit [alexandergroup.com/events/](http://alexandergroup.com/events/) for more information.

\*Some restrictions apply

#### Previous Attendees

Adobe	Intuit
Amazon Web Services	LinkedIn
Autodesk	Microsoft
Cisco	MuleSoft
Dell	PayPal
DocuSign	Salesforce
Dropbox	SAP
GitLab	Twitter
HP	VMware
IBM	<b>and more!</b>
Intel	

Produced &  
Hosted By:



Symposium  
Co-Hosted By:



# AGENDA

**INSPIRING** DISCUSSIONS  
**BREAKOUT** SESSIONS  
**NETWORKING** OPPORTUNITIES

## WEDNESDAY, AUGUST 21

<b>Check-In/Breakfast</b>	8:30am - 9:00am	Check-In and Network with Peers Over Breakfast
<b>Opening &amp; Key XaaS Research Trends</b>	9:00am - 9:15am	Welcome remarks and a highlight of the latest XaaS trends, including XaaS penetration, Rule of 40 and participation rates
<b>Sales Compensation Solutions For Five Strategic Challenges</b>	9:15am - 10:30am	<ol style="list-style-type: none"><li>1. Revenue prioritization (new logos vs. upsell vs. cross-sell vs. renew)</li><li>2. Balanced product/offering performance</li><li>3. XaaS focus (Hybrids)</li><li>4. Driving varied term lengths (multiyear, partial year)</li><li>5. Compensating non-recurring revenue (PS, HW)</li></ol>
<b>Panel Discussion</b>	10:30am - 11:30am	How is your company driving strategic focus in the sales compensation plan? What is your company doing to attract and retain talent?
<b>Break for Lunch</b>	11:30am - 11:45am	
<b>Lunch &amp; Breakout Sessions</b>	11:45am - 3:30pm	<ol style="list-style-type: none"><li>1. Compensating changing core sales roles (hunter, hunter/farmer, farmer)</li><li>2. Compensating the renewal role</li><li>3. Compensating CSMs and measuring adoption</li><li>4. Compensating new digital roles (next gen SDR/BDR, inbound response teams, digital interaction, reps, etc.)</li><li>5. Compensation specialist and SEs</li><li>6. Compensation for channel roles</li></ol>
<b>Speed Topics</b>	3:30pm - 4:30pm	Speed Topics
<b>Closing Remarks</b>	4:30pm - 5:00pm	Wrap Up
<b>Networking Reception</b>	5:00pm - 6:00pm	Cocktails and Networking

## SYMPOSIUM SPEAKERS

TED GROSSMAN, Principal

SEAN RYAN, Principal

MARC METZNER, Vice President

CHRIS SEMAIN, Principal

RACHEL PARRINELLO, Principal

IGOR UROIC, Principal

 **Alexander**  
group | Leadership  
Series

[www.alexandergroup.com](http://www.alexandergroup.com)