

# Improved Accelerator Rates for Internet Services Company

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## The Situation



A Fortune 100 internet services company had over-engineered accelerator rates by business unit and job. These accelerator rates were not aligned with performance variability by quota size for the company.

## The Challenge

This media company needed to create a global, market competitive and sustainable accelerator framework, and develop useful communication materials.

## The Solution

The Alexander Group, Inc. (AGI) analyzed the company's historical performance for 3,000 incumbents and completed an incumbent impact analysis. A historical quota size correlation analysis performed by AGI analyzed three years of data to set quota breakpoints and excellence levels.

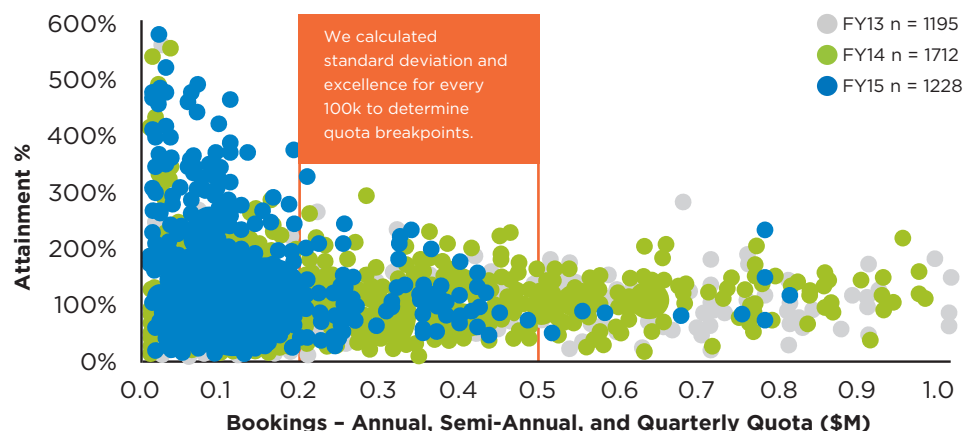
The Alexander Group, Inc. developed a new accelerator rate framework with a proposed pay structure. AGI also assisted with creating new communication materials.

## The Benefit

The new accelerator rate framework improved sales rep motivation, particularly for sellers with higher quotas, and reduced ongoing accelerator rate administration.

**Historical Quota Size Correlation Analysis:** Analyzed 3 years of data to set quota breakpoints and excellence levels

### HUNTER INDIVIDUAL CONTRIBUTOR ROLES



**Proposed Pay Structure:** Created new accelerator framework and completed incumbent impact analysis

LINKEDIN ACCELERATOR PROGRAM EXAMPLE STRUCTURE

Hunter Individual Contributor Roles (2.5x Leverage)		
Job 1		Quarterly
Job 2		Semi-Annual
Job 3		Annual
Job 4		Annual
Quota Bands	Accelerator	Excellence
< \$200K	2.0x	175%
\$200-<\$500K	2.5x	160%
>=\$500K	3.0x	150%
Ex: Job 3 with \$500K quota -> 3.0x		

HUNTER INDIVIDUAL CONTRIBUTOR ROLES  
Approximately 80% of reps positively/naturally impacted

Role	N Count	Perf. Period	Current Excellence	Current Accelerator	New Accelerators by Quota Bands					
					<\$200K		\$200K-<\$500K		>=\$500K	
					175%		160%		150%	
					2.0x		2.5x		3.0x	
					N	N%	N	N%	N	N%
Job 1	199	Q	170%	1.92857x	199	100%	0	0%	0	0%
Job 2	71	Q	160%	2.25x	71	100%	0	0%	0	0%
Job 3	40	SA	160%	2.25x	9	22%	31	78%	0	0%
Job 4	79	SA	170%	1.92857x	31	39%	48	61%	0	0%
Job 5	6	A	170%	1.92857x	0	0%	2	33%	4	67%
Job 6	3	A	170%	1.92857x	0	0%	0	0%	3	100%

**Impact:** ■ Positive/Neutral ■ Negative