

# Newly Aligned Sales Compensation Program to Promote Strategic Growth

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## The Situation



The growth for a large pure play digital publisher had been flat in

the primary revenue channel. Their segmentation model and sales compensation program had not evolved with the sales organization.

## The Challenge

The client required the development of a new sales compensation program that aligned to future-state strategy, revenue segmentation, updated coverage model, desired behaviors for each job and pay philosophy.

## The Solution

The Alexander Group (AGI) reviewed and provided guidance to the leadership team regarding sales team structure and job design. A detailed sales compensation program assessment identified key areas to improve in future-state designs. Based on the data, AGI designed a best-in-class sales compensation program to align with the client's strategic growth efforts.

## The Benefit

From AGI's recommendations, the client aligned a new sales team structure to revise revenue segments with updated go-to-customer strategies. They also implemented a newly designed comprehensive sales compensation program that promotes growth and strategic product focus.