# Post-Launch Sales Compensation Evaluation Guide

| Topic | Activity | Description | Score |
|---|---|---|---|
| **Governance** | Governance | Right governance structure to ensure all key stakeholders involved (e.g., interviews, steering committee, design team, focus groups, advisors, trainers) | |
| | Roles | All stakeholders understood their role and appropriately completed their tasks | |
| | Process | Process was clearly articulated and followed | |
| | Timing | Met all decision deadlines/approvals in time for an on-time launch | |
| **Assessment** | Plan Input | Gathered appropriate input from sales team and stakeholders via interviews/survey | |
| | Analytics | Leveraged the right pay and performance analytics to inform future decisions | |
| | Benchmarking | Leveraged market benchmarks to understand external practices; rationalized differences | |
| | Assessment | Assessed program vis-à-vis strategy, best-in-class principles and market practices | |
| **Design** | Plan Design | Plans aligned to strategy and job, motivational and market competitive, pay for persuasion and performance, and simple/transparent | |
| | Incumbent Modeling | Leveraged incumbent analysis to inform final decisions (as needed) | |
| | Aggregate Costing | Completed aggregate costing against multiple scenarios to ensure plan meets budget | |
| **Implementation** | Implementation Plan | Build effective implementation plan that cascaded communications | |
| | Documentation | Effective training presentations, plan documents and calculator tools | |
| | Roll Out | Completed all cascading training/communication sessions | |
| | Administration | Updated all administration tools to effectively administer the new plans | |

Alexander™ group

**Scoring Key:**
1 = Extremely Effective
2 = Very Effective
3 = Neutral
4 = Not Very Effective
5 = Not at All Effective