

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

