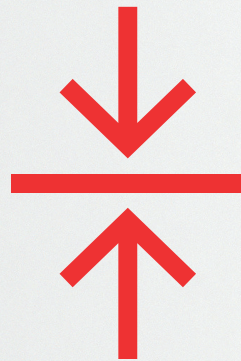




5 Key Incentive Plan Design Guiding Principles

01. Aligned

- Supports sales and marketing objectives
- Focuses on "right" customers and activities
- Emphasizes promotion of "right" products



02. Motivating



- Simple to understand and communicate
- Substantial effort leads to significant reward
- Keeps people engaged and excited about their goals
- Attracts top performers while reducing attrition

03. Fair

- Payout is competitive in the marketplace
- Similar earning potential for all
- The plan doesn't penalize salespeople for forecasting uncertainties
- Success is aligned with outcomes and not just efforts



04. Responsible



- Total compensation at various corporate performance levels is within budget
- Compensation varies based on team performance (failures and successes)

05. Easy to Build

- The current systems and resources can support incentive plan administration
- Data can be used to assess individual and company performance

