

Sample Sales Compensation Communication Plan

<i>Communication Event</i>	<i>Purpose</i>	<i>Format</i>	<i>Timing</i>	<i>Delivered by</i>	<i>Materials Needed</i>
Announce plan redesign project	<ul style="list-style-type: none"> Alert sales people of the project and planned involvement of key thought leaders from sales 	Email	Mid-September	SVP Sales	<ul style="list-style-type: none"> Email text
Overview of new plans	<ul style="list-style-type: none"> Introduce plan changes and new plan concepts at a high level Create excitement 	Web meeting	6 Jan	SVP Sales	<ul style="list-style-type: none"> Overview presentation
Detailed plan rollout	<ul style="list-style-type: none"> Explain new plans in detail Support top market strategies Add to the excitement 	In-person meetings by role and geo	7-8 Jan	Regional VP Sales	<ul style="list-style-type: none"> Plan detail presentation (for each plan) Earnings calculator
One-on-one meetings	<ul style="list-style-type: none"> Review new plans, answer questions Coach sales person to succeed based on opportunities specific to their territory/account list 	In-person on web-based meetings	8-10 Jan	Sales managers	<ul style="list-style-type: none"> Plan documents Earnings calculators
Quarterly plan support	<ul style="list-style-type: none"> Clarify plan details and questions Continue to encourage and motivate Share success stories 	Email, videos, web meetings	A few weeks after quarter end	SVP Sales, Sales Ops team, etc.	<ul style="list-style-type: none"> Varies, depending on messaging needed