

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