

**9 Requirements Of Any Profitable
Compensation & Incentive Strategy**

- 1. Must Be Fair**
- 2. Must Be Simple***
- 3. Must Be Clear**
- 4. Must Be Aligned With Marketing Strategy**
- 5. Must Focus On Target Customer Development**
- 6. Must Motivate Top Performers To Overachieve**
- 7. Should Include A 1st Year Adjustment For New Hires**
- 8. Should Include A "Bluebird" Adjustment**
- 9. Level of Incentive Should Rise With Level of Performance**

*** Compensation Plans Should Be Simple
Enough To Fit On A Single Sheet Of Paper
- Including Payout Example**