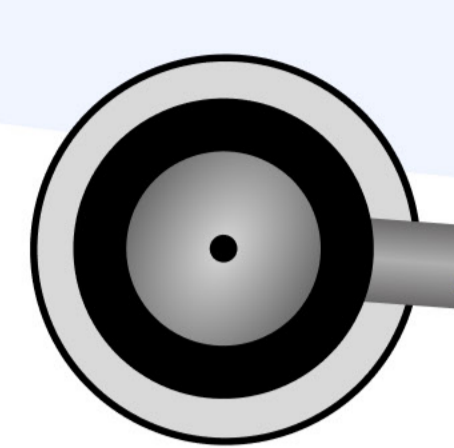


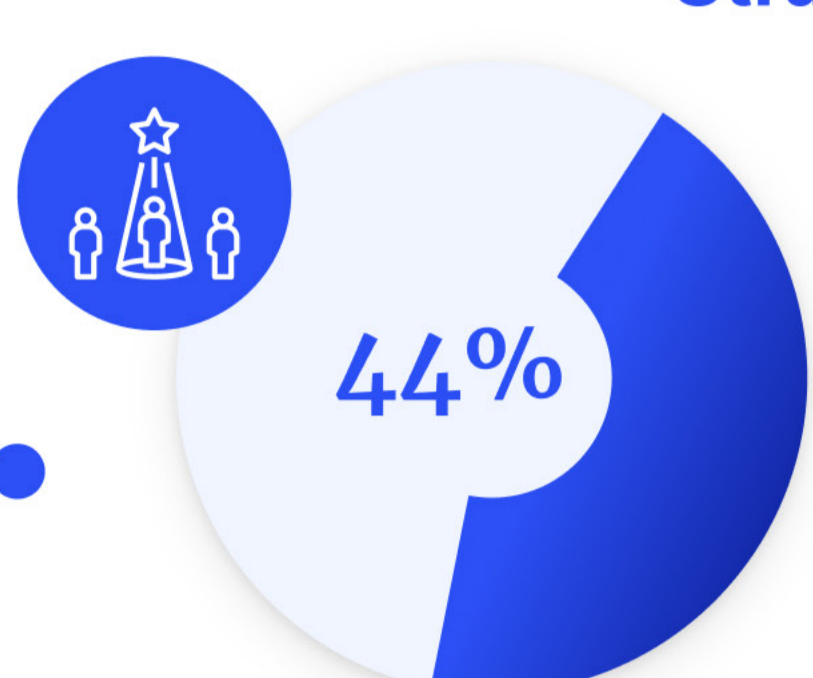
Incentive Compensation Plan Health Check

Varient partnered with a research firm to perform an incentive compensation plan check-up on companies of all sizes and from various industries. *The study included responses from 300 sales leaders and managers.* Do companies feel good about the state of their incentive comp? Are they growing revenue? Where are the aches and pains? And what is being done to remedy them?

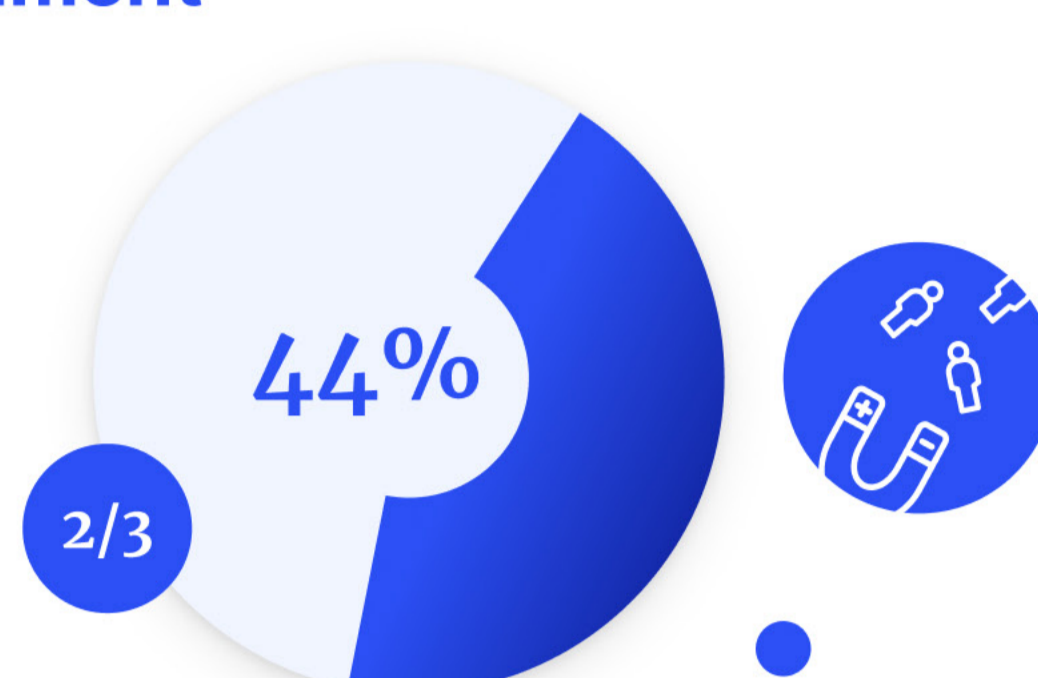


How are Companies Feeling About Their Incentive Compensation Programs?

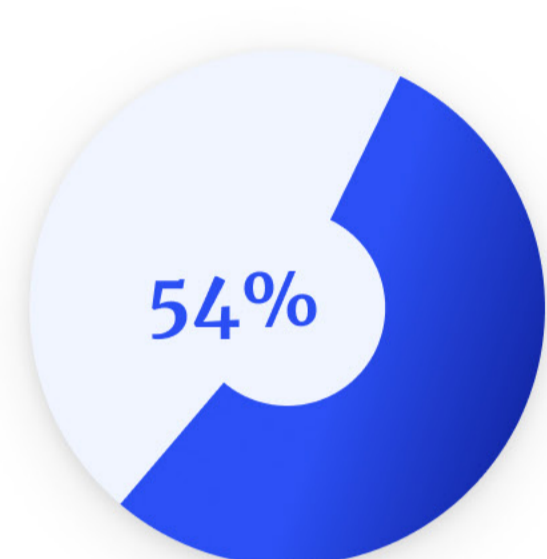
Strategic Alignment



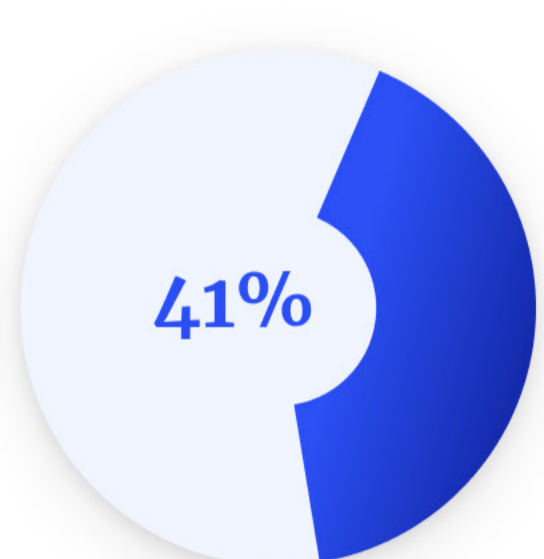
Talent Retention
44% rate their incentive compensation plans as highly effective.



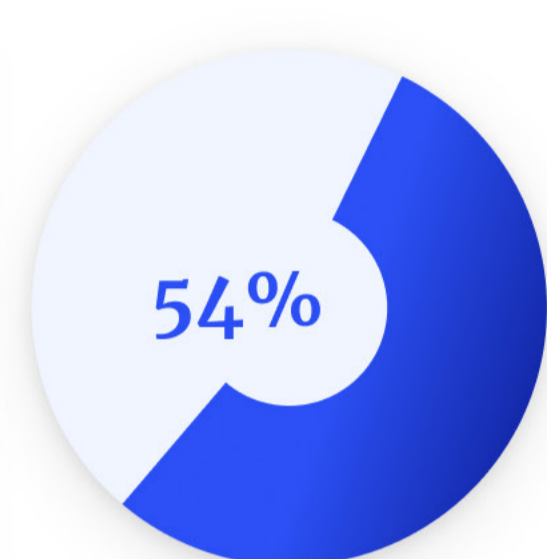
New Customer Growth
Nearly 2/3 indicate this is a key initiative. 44% rate their incentive compensation plans as effective.



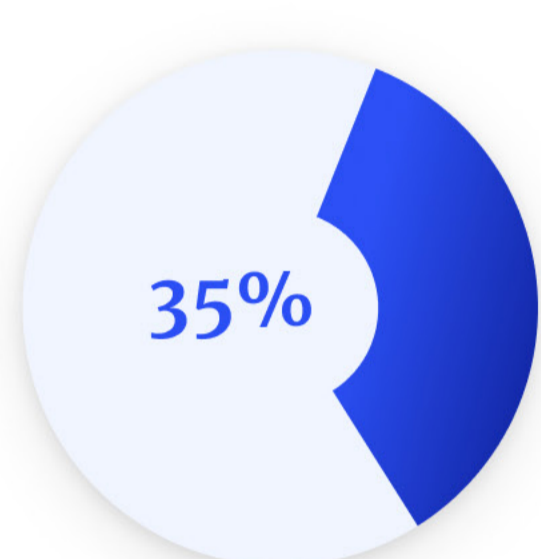
Current Customer Growth
54% indicate this is a key initiative. 41% rate their incentive compensation program as effective.



Rx
Get to the root cause of the issue – look at how you're setting and managing quotas, how incentive pay is distributed, and your approach for measuring performance. More respondents feel a plan is highly effective when a company prioritizes a strategic initiative.



Customer Retention
54% identify this as a key growth initiative. 35% rate their incentive compensation program as effective.



Operational Effectiveness



Rx
Purpose-built ICM solutions use sophisticated tools for the data extract, transform and load (ETL) process. The result is the data becomes more reliable.



Complexity



Rx
To avoid dissatisfaction with the ICM solution, the sales team and other ICM stakeholders need to be aligned with the company's growth strategy, their job responsibilities, and their incentive plan.



What are the Bandage Solutions?



2/3+ use spreadsheets



18% use spreadsheets exclusively for ICM



46% use homegrown tools

Rx
As companies become larger, management relies less on spreadsheets and more on purpose-built solutions for incentive compensation. That's because spreadsheets and homegrown solutions don't provide the agility, transparency, and scalability offered by a purpose-built solution.

Get relief for your ICM pain points with a purpose-built solution.

Side effects include:

- Increased revenue growth
- Data reliability
- Advanced reporting
- Predictive analytics
- Talent engagement



Get all the insights from the study and learn where you stand with your peers. Download **The State of Incentive Compensation Management 2022** report today.

[Download Now](#)