

# Sales Comp Wrapped: Comparing the Years

Welcome to year-end. Ready to see how sales compensation is evolving?



## It's Been a Big Year. Businesses Have Been Put Through Turbulent Times Caused by:

**Changing Market Factors**

**Economic Uncertainty**

**Evolving Buyer Preferences**

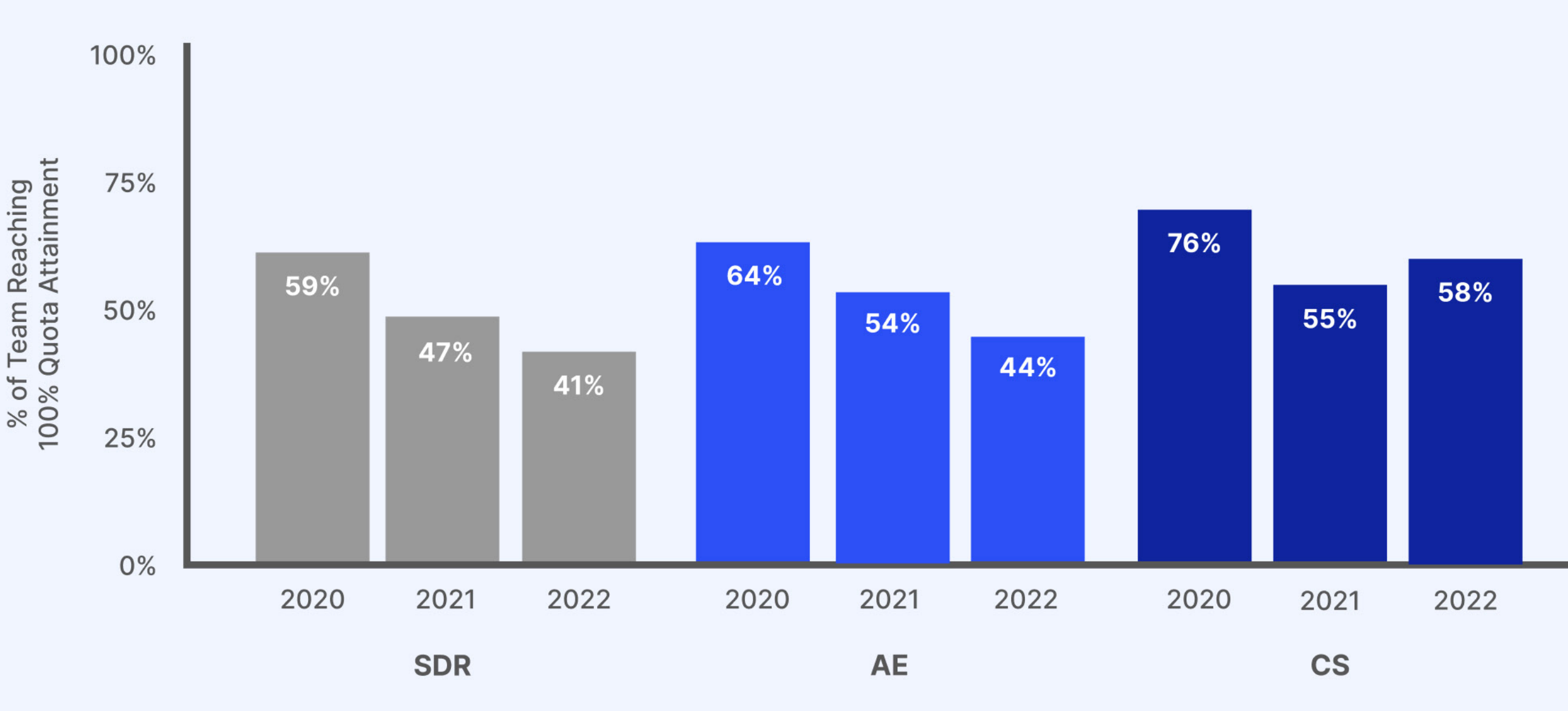
In partnership with Modern Sales Pros, we surveyed 8,400 employees with variable compensation:



	Less than \$10k	\$10k - \$25k	\$25k - \$50k	\$50k - \$100k	\$100k +
0 - 20	5%	4%	4%	4%	1%
21 - 50	3%	5%	4%	2%	2%
51 - 100	2%	4%	5%	2%	2%
101 - 300	5%	6%	6%	5%	5%
301 +	2%	4%	8%	7%	5%

## Let's Take a Look at the Results

The biggest news is that Quota Attainment is expected to **drop even more from last year.**



## What's Changed?

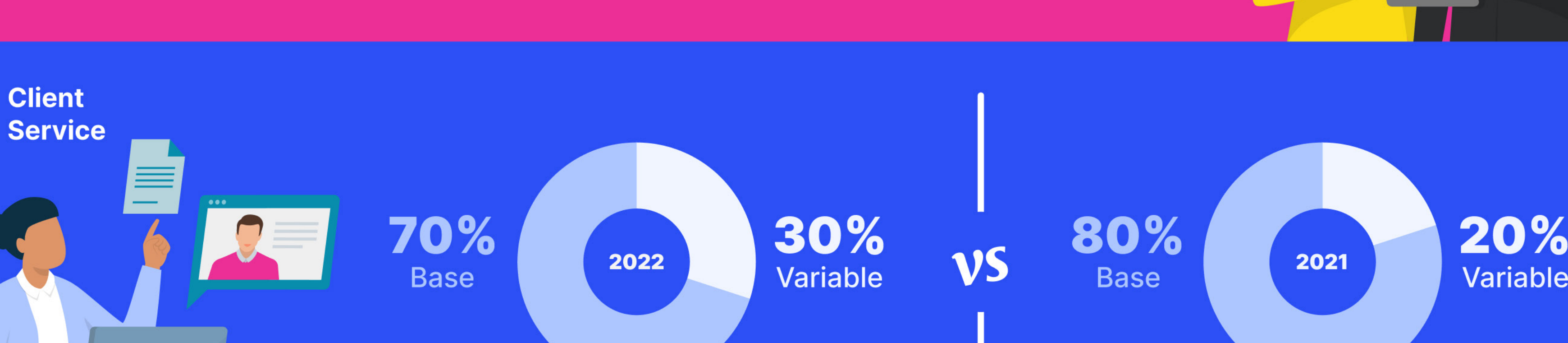
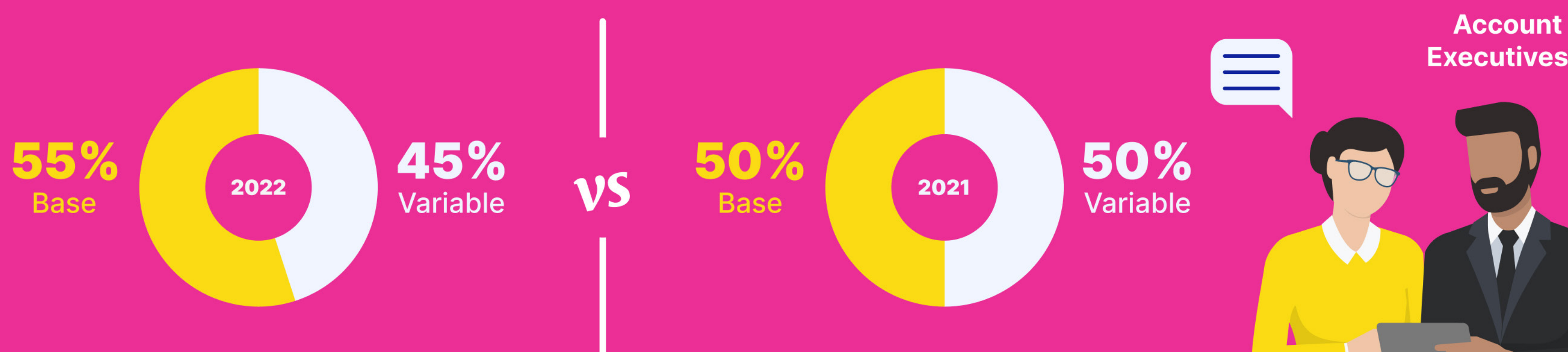
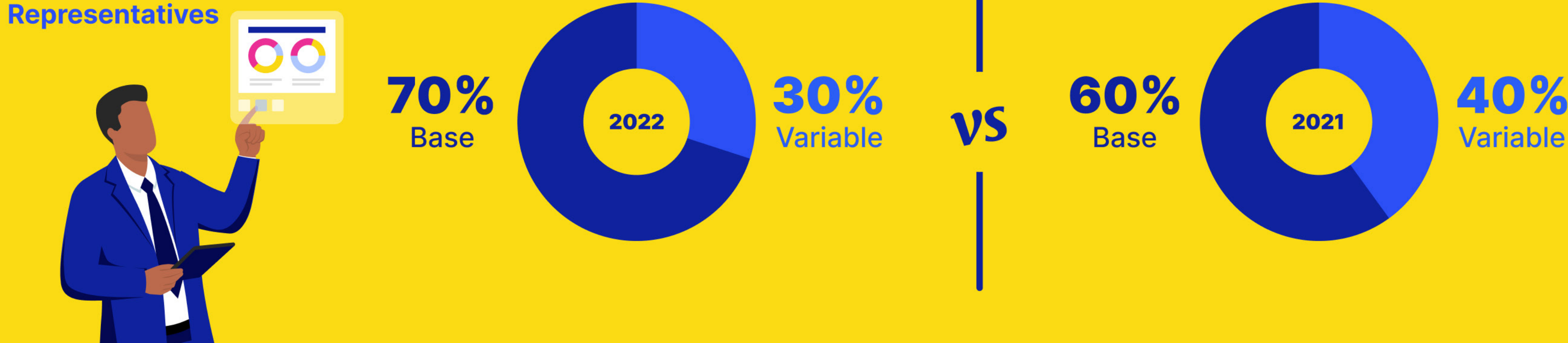
Many venture-backed companies, to borrow a phrase from their investors, got "out over their skis" in pursuit of growth.

This is especially clear, when you see that Sales Development Representative (SDR) and Account Executives (AEs) have had significant drops in quota attainment.

Client Service (CS), or retention focused-roles, stayed relatively flat.

## How Companies Compensate is Changing too.

Sales Development Representatives



## Why is This Changing?

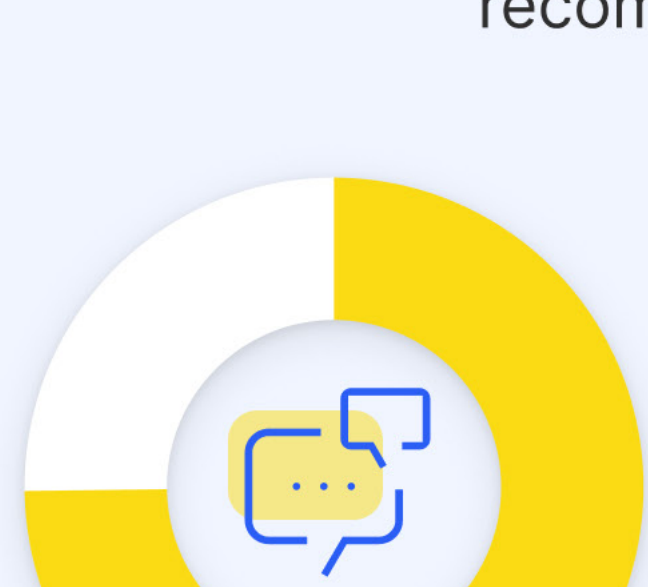
While there are a variety of factors that could come into play, it could be...



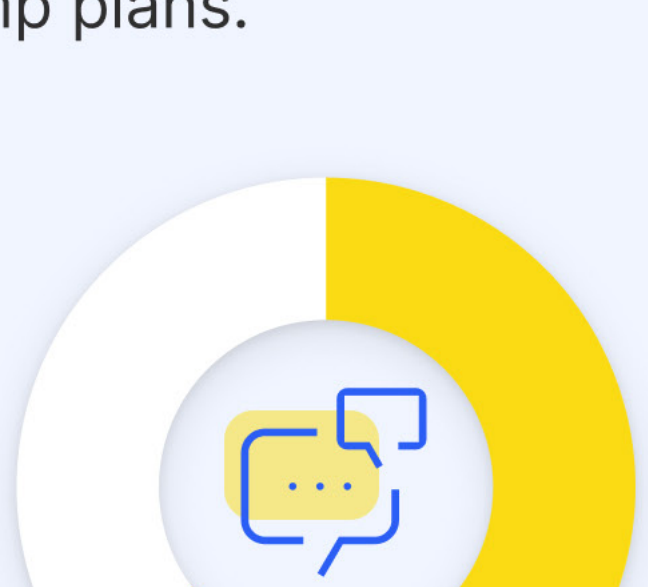
**But, there's good news.**

Despite dropping quotas and market shifts, employees are more likely to recommend their comp plans.

In 2022 **74.8%** SDR's likely to recommend.

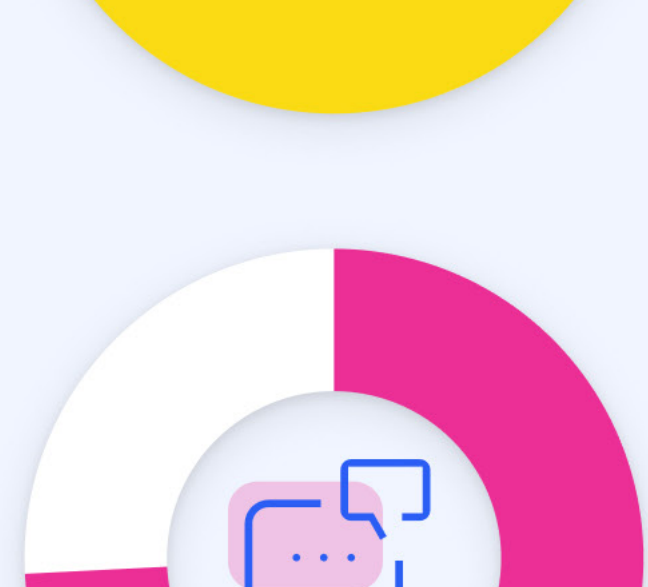


vs

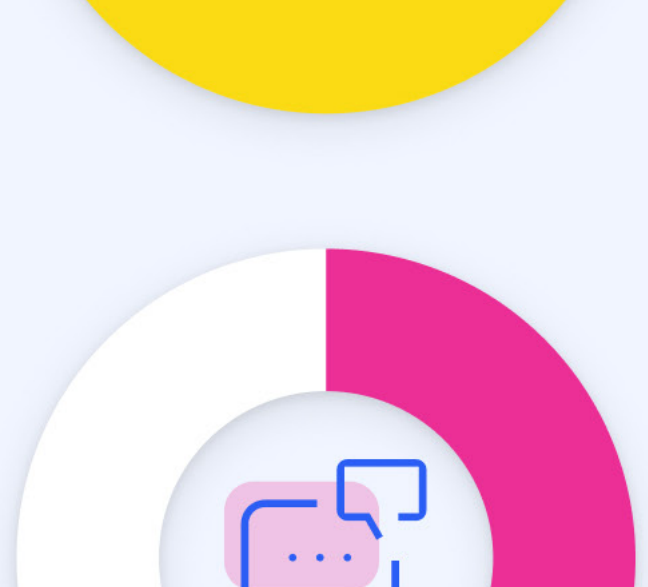


In 2021 **64.8%** SDR's likely to recommend.

In 2022 **74.2%** AE's likely to recommend.

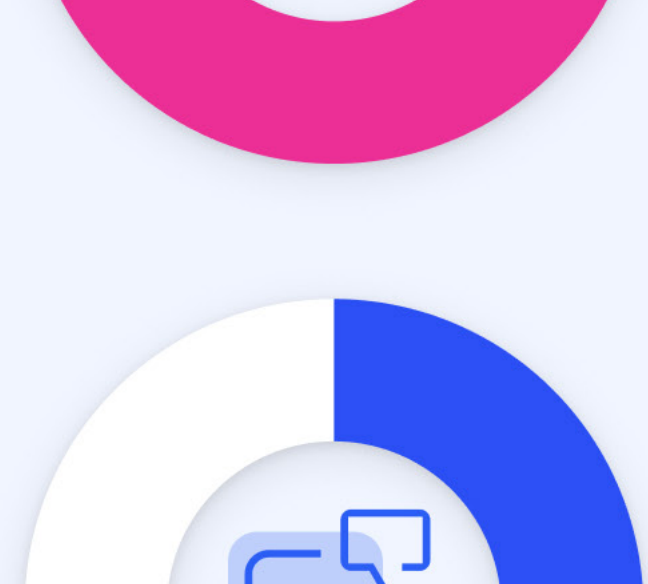


vs

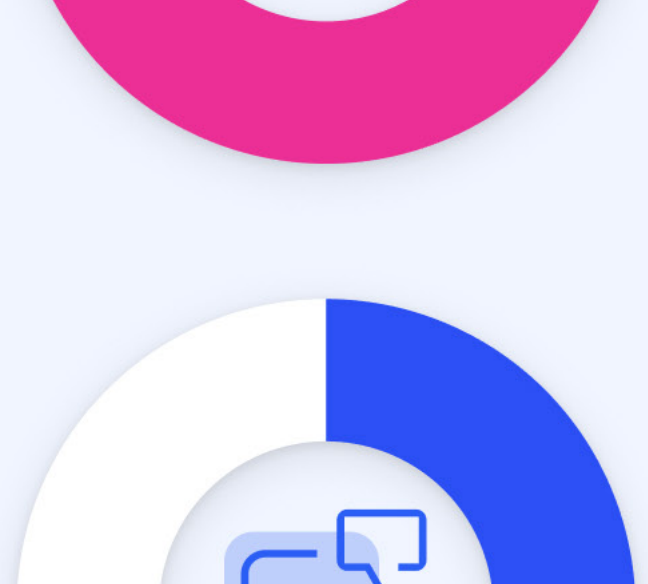


In 2021 **68.6%** AE's likely to recommend.

In 2022 **69.2%** CS's likely to recommend.



vs



In 2021 **54%** CS's likely to recommend.

## Looking to the Future

Going into a volatile year, make sure your compensation plans are more effective at motivating and focusing your teams.

### So, What Can You Do?

1

Revisit your quota plans more often. Given the level of economic, political, and social change in 2022, almost every organization has been affected, yet 58% of companies did not change their quotas this year.

2

Give your sellers real time reporting. Companies who provided their reps with real time reporting had 3% to 5% higher attainment across roles.

3

Create quotas on two metrics, won business and pipeline metric. With two quotas, 69% of AEs reach 100% attainment. With 1 quota, only 38% of AEs reach 100% attainment.



Ready to better your Sales Comp plans for 2023?

Download our 4<sup>th</sup> annual benchmark report: How to Create Better Comp Plans in 2023

[Download Now](#)