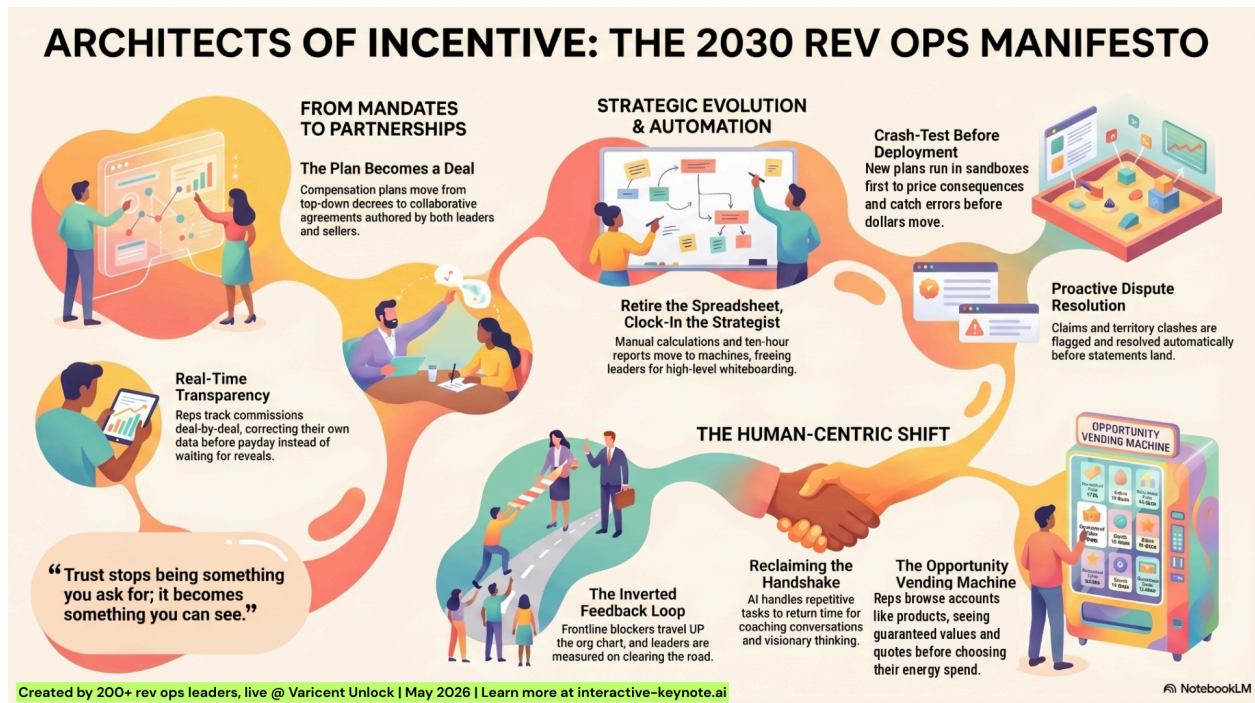


THE FUTURE OF SALES INCENTIVE MANAGEMENT

A crowd-powered manifesto

Co-created live by 200+ rev ops leaders @ Varicent Unlock

London, Dallas & Boston | May 2026



The black box cracks open.

Reps stop waiting for the quarter-end reveal. They watch commission build in real time — deal by deal, tier by tier — and correct their own numbers before payday, not after. Trust stops being something you ask for. It becomes something you can see.

The plan becomes a deal, not a decree.

Comp plans stop landing from on high as fixed, one-size-fits-all mandates. Sellers help author them — fluid, fair, and tuned to the individual. The plan finally works for both sides of the table, and the seller buys in because they helped write it.



The spreadsheet retires. The strategist clocks in.

The ten-hour monthly report, the manual calculation, the endless data clean-up — all move to the machine. Rev ops stops auditing the past and starts architecting the future, trading the cogwheel for the whiteboard. The job title stays. The job changes entirely.

The work gets more human, not less.

With the grind gone, the best of the role comes back: the customer handshake, the coaching conversation, the time to actually think. AI takes the tasks nobody will miss — and hands back the ones that made the work worth doing.

What if you could crash-test the comp plan before it cost you a quarter?

Today you discover the plan rewarded the wrong behaviour a year too late — and the boat is already taking on water. Tomorrow, every change runs in a sandbox first: pivots rehearsed, consequences priced, the sinking caught before a single dollar moves.

What if every commission dispute died before it was born?

Overlapping claims, territory clashes, pay-cycle errors — all flagged and resolved before the statement lands. Two reps, one account, zero awkward Slack threads. The dispute queue joins the fax machine as something your younger colleagues won't believe you tolerated.

What if the hardest questions travelled UP the org chart?

Frontline reps push the real blockers straight to leadership through clear, visible channels. The top-down cascade inverts. Executives get measured on how fast they clear the road — not how hard they push the people on it.

What if a rep picked their next account like a product off the shelf?

Imagine a vending machine of opportunities: each account labelled with its guaranteed value and the exact quota attached. No more chasing ghosts. Reps choose where to spend their energy — and know precisely what it's worth before they start.

Want to dive deeper?

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