

Misaligned incentives, lead to **Missed Growth**

Executive Snapshot

Right-size your compensation and quota plans to correctly incentivize the correct sales behaviors that accelerate **revenue and expand EBITDA**.

The Problem

Your comp plan is failing quietly. Reps do not align with leadership priorities. Too few carry the number. Sales costs rise but revenue does not. Most plans are emotional or isolated, built in Excel to fix a rep instead of fuel growth.

Our Solution

A fast and focused redesign that aligns comp and quota to your revenue plan, locks in strategic tradeoffs, and deploys cleanly into your systems; Spiff, SFDC, Xactly, and more.

Your Impact

Launch in 8 to 10 weeks. Hit your revenue plan with confidence through improved attainment, cleaner forecasting, and better coverage. Eliminate revenue drag from misaligned incentives. Drive behavior that supports top line growth and protects margin.

+15%
rep productivity

Average client sees a 15% lift in rep productivity within 2 quarters

4-6%
Cost-of-sales drops

Cost-of-sales drops 4-6% adding clear EBITDA upside

±3% Forecast accuracy

Forecast accuracy tightens to ±3%

50%
disputes fall

comp disputes fall by more than 50% restoring board and rep confidence

Aligning to the PortCo Lifecycle

Every PortCo goes through predictable stages. Early investment carries the lift, mid-hold focuses on incentive tuning and coverage balance, while late stage is limited to clean up and buyer readiness.

COMP & QUOTA	Day 0	0-12 Month	Year 1-3	Year 3-5	Year 5+
Rare in diligence scope unless major misalignment		Align pay and quotas to thesis priorities	Adjust to support growth motions	Keep incentives tuned	Minor adjustments pre-exit
	Day 0	0-12 Month	Year 1-3	Year 3-5	Year 5+
	Commercial Diligence	Early Investment	Investment	Growth	Exit
	Does the market story hold up?	We need proof the growth plan is working.	We're off-plan and need to fix execution.	We need to scale without breaking	We need a clean, defensible GTM story for buyers.
	Market validation, Early GTM fit check, Board confidence pre-close	Early traction, Board alignment, Operating proof	Pipeline rebuild, Operating rhythm reset, Mid-hold GTM realignment	Infrastructure to scale, Comp/territory redesign, Margin defense	Defensible GTM story, Predictable revenue engine, Buyer confidence

Why This Matters Now

These aren't just pay-plan tweaks they're breakpoints in your operating model:

- Incentives don't match strategy**
Reps chase what's paid, not what wins.
- Attainment is concentrated in a few reps**
Capacity is wasted; scale stalls.
- Quotas and territories aren't balanced**
Coverage inequity drives burnout and missed plan.
- Plan lives in Excel and side deals**
Shadow sheets, disputes, and no governance.
- SPIFFs replace real design**
Costly, confusing, and unsustainable.
- Sales cost rises while output is flat**
Margin erodes and CAC worsens.

Every missed plan traces back to what you pay for.
Align compensation and quotas now to direct behavior, protect margin, and restore plan credibility.

What We Do: Our Solution

A comp and quota redesign built to mirror your revenue plan, not react to rep noise or spreadsheet inertia. We align your strategy, model the math, and wire it into your systems—so the plan works on paper and in practice.

1 Start with Strategy



Lock in your comp philosophy before anyone opens Excel.

2 Build the Blueprint



Translate targets into territories, quotas, pay mix, & plan mechanics.

3 Model the Math



Pressure-test scenarios for fairness, motivation, and margin.

4 Enable the Front Line



Deliver plan docs, rep tools, and rollout support to managers.

5 Embed in Systems



Push logic into Spiff, SFDC, Xactly no rework, no fire drills.

90 Days Out

ACTIVATION

Audit misalignment, turnover, and attainment patterns. Align on guiding principles.

60 Days Out

TRACTION

Design role-level plans, model payout scenarios, build rollout assets.

30 Days Out

ENABLEMENT

Sync pay rules into RevOps stack. Enable observability, modeling, and governance.

NEW PLAN LAUNCH



RevOps Execution Includes:

Pay rules embedded in Spiff/Xactly & synced with SFDC

Attainment dashboards for HR, Finance, and frontline managers

Automated approval paths, audit trails, and payout modeling

Transparency tools for reps to forecast earnings

Case Study / Proof Point

Company / Segment	Series C SaaS, 200+ reps
Challenge	Misaligned priorities, high rep churn, manual quota design
What We Did	Rebuilt comp strategy, embedded pay rules in Spiff and SFDC, modeled performance tiers

Result

+18%	increase in quota attainment
-6pts	voluntary attrition
\$1.4M	forecast accuracy gain

Install These Foundations First

Ensure these essentials are in place before redesigning compensation or quotas.

- ICP Segmentation

TAM Sizing

Territory Design

Capacity Modeling

Role Definitions

Data Hygiene

Governance Rules

Fix the Miss

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