

Incentive Structure Overview

Do This, Get That

Simple structure where participants are rewarded each time they meet specific criteria



Product Name	Type	Payout
Traveler	Basic	10 points
Estate	Basic	25 points
Classic	Basic	20 points
Minivan	Premium	35 points
Adventure	Premium	50 points
Truck	Commercial	35 points
Utility	Commercial	35-75 points

Plateau/Tiered

Simple structure where 3-5 levels are predetermined; participants are rewarded based on the level they achieve at program's end

Accelerator

A Do This Get That structure where payouts increase (accelerate) as key milestone levels are met

Balanced Mix

A Do This Get That structure where participants must sell multiple products and/or perform a variety of activities to earn

Break The Bank

Participants earn a portion of a prize pool on a first come-first earned basis, based upon defined sales/activities; when the pool of rewards runs out, the promotion is over



Sweepstakes

A Do This Get That structure with a chance to earn a reward (probabilistic)



Stack Ranking

Eligible participants are ranked on the defined program metric(s) at one or more pre-set times; the number of earners is determined at the start of program

Breakthrough

Blends two popular rules structures, Do This Get That and Plateau/Tiered, where participants earn cumulative awards as key performance targets are hit

GoalQuest®

A proven, all-or-nothing structure where eligible participants self-select a goal at the start of the program; the higher the goal level, the greater the potential reward

CHOOSE ONE	LEVEL	PERFORMANCE REQUIRED	REWARD
✓	GOLD ●	Baseline PLUS \$15,000 in qualified sales	6,000 Award Points
	SILVER ●	Baseline PLUS \$10,000 in qualified sales	3,000 Award Points
	BRONZE ●	Baseline PLUS \$5,000 in qualified sales	1,000 Award Points
	Baseline	baseline productivity	no reward

A participant's baseline is their personal run rate

ChallengePoint™

Blends the personal goal setting of GoalQuest® with a base earnings component, thus allowing participants to earn some reward, even if they do not hit their chosen goal

	LEVEL 1	LEVEL 2	LEVEL 3
GOAL OPTIONS	Your 6-week eCheck sales baseline PLUS 4 eCheck sales	Your 6-week eCheck sales baseline PLUS 6 eCheck sales	Your 6-week eCheck sales baseline PLUS 8 eCheck sales
REWARDS	100 Award Points	200 Award Points	400 Award Points

Double Down™

Empowering goal-based structure that uses three distinct measurement periods, where participants have the opportunity to increase their reward earnings significantly by "Doubling Down" or going "All In" as the program progresses

	ANTE UP	DOUBLE DOWN	ALL IN
GOAL Month 1	Your baseline PLUS 2 PSUs	N/A	N/A
GOALS Month 2	Your baseline PLUS 2 PSUs	Your baseline PLUS 5 PSUs	N/A
GOALS Month 3	Your baseline PLUS 2 PSUs	Your baseline PLUS 5 PSUs	Your baseline PLUS 10 PSUs
REWARDS	300 Award Points	900 Award Points	1,800 Award Points

Throwdown™

An incentive solution that fosters competition among sales reps and/or sales teams via a series of head-to-head matches, with stack rankings to maximize engagement



Incentive Planning Worksheet



Program Elements	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE
Product Specific												
Seasonal												
Leader												
Quarterly												
Annual Recognition												
Service Anniversary												
Other												

