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## Sales Compensation Trends and Multi-Year Sales Plans

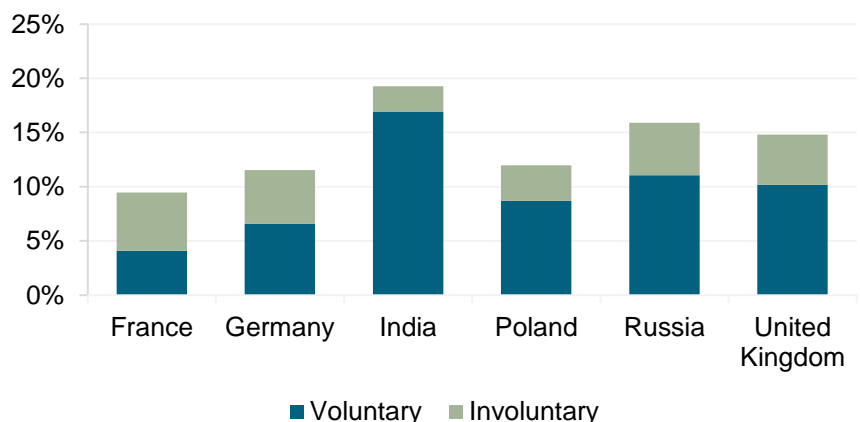
February 2013

### Sales Staff Turnover

Below is an extract from Radford's Trends Report – Q4 2012 edition. Trends data for 93 countries can be obtained in the full Trends Report available to participating Radford clients.

The chart below shows voluntary and involuntary turnover figures for key countries.

#### Q4 2012 Median Employee Turnover



### Multi-Year Sales Plans

Sixty-six percent (66%) of Radford participants have sales staff responsible for selling multi-year sales plans.

Structuring multi-year incentive plans adds an extra layer of complexity to the design process with timing of pay-outs in relation to contract length being an important factor.

Such nuances are a key element in creating plans that attract and motivate key talent.

Of companies that operate multi-year sales deals, around half stagger the payment based on the revenue flow over the life of the contract, whilst 22% pay the incentive in the first year based on the estimated contract value.

Of the companies that include maintenance and support contracts, over half of Radford participants compensate for the first year at the same rate, with the remaining companies using another form of incentive payment.

Participation in the Radford Global Sales Survey provides clients access to detailed information on sales plan design in the technology and life sciences sectors.

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