



# Jeff Horn, Benchmark Business Solutions



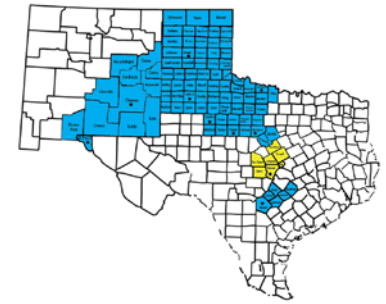
President & CEO Lubbock, TX



Driving Growth



# Benchmark Today



## **Xerox Sales Agent for 21 years**

 President's Club winner all but one year.

## **Xerox Authorized Dealer since 1998**

## **Serving West Texas, New Mexico, and Oklahoma**

## **10 Offices and 65 employees**

## **#1 Agent 4 out of the last 5 years**

## **Transition to Dealer – Balanced Approach**

## **20% CAGR last 3 years**

## **By the end of 2015, Benchmark will:**

 Sell \$15 - \$16mm in Agent Equipment

 Sell \$4mm in Dealer Equipment

 Manage over 5,000 Dealer/MPS Devices and over 10,000 Agent Devices





# Building Compensation Plans To Drive Results



# Building Compensation Plans to Drive Results

## Best Practice

- ▲ Work Backwards
- ▲ Ask yourself these questions:
  - ▲ What are the Results you desire?
  - ▲ Does your current Comp Plan align with your desired results?
  - ▲ Where are the “gaps”?
- ▲ Enhance your comp plan around these “gaps”
- ▲ Stress the Activities Required through Tracking & Contests




## Benchmark – 2015

- ▲ Desire to grow our MPS and Dealer offerings while achieving Agent budget
- ▲ Add 2,500 MPS Devices under Mgmt.
- ▲ Grow Dealer Equipment Sales by 30%
- ▲ Grow Post-Sale Revenues by 25%
- ▲ Focus Sales Reps on page revenue component as well
- ▲ Page & Equipment Revenue have equal importance



Enhance your comp plan around these “gaps”

## **Territory Level Post-Sale Revenue**

-  Below Plan – 2% of Contracted Billable Revenue
-  Plan – 4% of Contracted Billable Revenue
-  Super Above Plan – 6% of Contracted Billable Revenue

## **Reps become aligned with Company Goals (TCO)**

## **Lead with MPS**

-  Every Call
-  Every Day

## **Challenge Reps to OWN IT**

# Building Compensation Plans that Drive Results

Stress the Activities Required through Tracking & Contests

▲ Activities x Skill Set = RESULTS

▲ MobilePro Activities (MPA's)

▲ Tied to ALL Bonuses

▲ Tracked Daily, Weekly & Monthly

▲ F2F

▲ Emails

▲ Phone Calls

▲ Proposals

▲ Demos

▲ Incorporated in SMP through R&P's



# Summary

- ▲ Determine Company Goals
- ▲ Work Backwards to build Compensation Plans
- ▲ Be Willing to Change
- ▲ Balance – Agent/Dealer
  - ▲ One Revenue Target
- ▲ Activity, Activity, Activity
- ▲ TRACK IT!
- ▲ Constructive Training and Feedback