

NEW PROGRAMME / NEW SPEAKERS / NEW VENUE

Europe's Biggest Sales Compensation Conference

# SALES COMPENSATION SYMPOSIUM 2020



Your new host:  
**David Cichelli,**  
The Alexander Group

THURSDAY 11<sup>TH</sup> JUNE 2020 | London #UKSALESCOMP2020

- > **Brand new, cutting-edge conference** led by the world's leading expert in sales compensation solutions.
- > The event is designed to help delegates gain **new insights** into leading-edge practices for this mission-critical pay programme.
- > Join our world-renowned host, Alexander Group's David Cichelli, to explore the challenges and solutions to creating **effective sales compensation programmes**.
- > **Delegates will learn from David's extensive work with hundreds of sales organisations.** David has presented instructional programmes throughout the world – Dubai, Hong Kong, South Africa, Paris, London and the US – and his best-selling book, *Compensating the Sales Force*, has been translated into multiple languages.
- > Europe's biggest conferences dedicated exclusively to sales compensation is back – **completely redesigned for its fifth successful year.**
- > High-calibre audience of **100+ senior reward and sales operations practitioners** from leading companies.

## Get Sales Compensation Right

Europe's only conference dedicated to sales compensation is back for its fifth successful year.

Redesigned 2020 conference – completely refreshed content and format including the world-respected wisdom of David Cichelli.

Hosted by E-reward, the UK's biggest sales compensation conference is back to show professionals the best way to get sales compensation right.

### Your new host for this event

We are hugely delighted to announce that **David Cichelli** will be leading this year's event.

The Sales Compensation Symposium 2020 is presented by E-reward, your leading source of contemporary thinking in rewards programmes. Join us for our fifth annual sales compensation conference, this year led by David Cichelli of the Alexander Group, a world-leading expert in sales compensation solutions with guru status.

- Gain understanding from David's 25 years of extensive survey-based research.
- Understand how your growth rate affects your sales department's mission and pay programme.
- Learn best-practice sales compensation design principles.
- Follow proven sales compensation design practices to craft the right pay programme for your sales team.



### APPLY YOUR FREE TICKET

If you are a senior reward, finance or sales operations manager (in-house only) apply for a free ticket for our fifth annual sales compensation conference, taking place in central London on 11th June 2020.

We have 100 free tickets reserved for senior reward, sales and finance managers (in-house only). Just £300 + VAT for all other delegates.

Job titles qualifying for a complimentary ticket include:

- Reward Manager; Sales Incentive Manager
- Head of Reward; Director, Compensation and Benefits
- Director, Sales Operations; Sales Director

- 
- HR Director
  - Finance Director; Vice President, Finance

Each conference ticket gives you attendance for one person only to all of the speaker presentations for the duration of this event, and includes breakfast, coffees, teas, lunch, as well as conference materials. Travel and accommodation are not included.

- For more information, email: [paul@e-reward.co.uk](mailto:paul@e-reward.co.uk)

## **We are hugely delighted to announce that David Cichelli will be leading this year's event.**

Few serious students of sales compensation can have escaped the influence of David Cichelli, whose best-selling book, *Compensating the Sales Force*, remains a core handbook for those working in sales rewards. Based in Arizona, David's experience, knowledge and highly-practical insights into sales compensation shine through in his work. A rare richness comes from his long perspective, experience and 25 years of extensive survey-based research.

- He will bring his wisdom to help drive delegates' sales growth objectives with powerful sales compensation programmes.
- David has instructed thousands of sales compensation stakeholders to create best-in-class pay programmes for sales talent.

- David is, without doubt, the leading authority on using sales compensation to reward seller success.
- Widely recognised by world-class sales teams, national professional associations and trade publications for his work in linking sales compensation to management's objectives,
- He's a frequent speaker on sales compensation topics and the author of WorldatWork's sales compensation classes.

David contributes his consulting experience to a wide array of sales organisations. His clients include leading companies across corporate America and Europe. David helps clients redefine and deploy go-to-customer solutions to achieve their revenue objectives through the co-ordination of marketing, sales and service resources. He is the Alexander Group's sales compensation practice leader.

## **The conference – designed for sales compensation professionals**

Don't miss this one-of-a-kind conference offered to the UK and EU sales compensation community.

Hear new insights into leading-edge practices for this mission-critical pay programme from the world's leading expert in sales compensation solutions.

If you are in sales leadership, sales operations, HR or finance, this is the event for you. Network with other leading practitioners, gain insight from our subject matter expert, David Cichelli. Learn the latest innovations in sales compensation automation solutions from our valued partners.

Your sales compensation plan needs your attention. Incentive plans for sales teams can quickly become dated, misaligned and ineffective.

Delegates will gain these insights:

- Why sales compensation works.
- Why sales compensation must change.
- Why you need a process to guide your sales team to the next level of effectiveness.
- Why you must lead the process to ensure programme success.

You may already have a successful compensation programme. However, you need to keep it that way. Understand why sales compensation plans evolve. Revenue leadership must be diligent to revise pay plans to align with changing business strategies.

Bring courage to change management. Use leadership change methods to encourage sales personnel to embrace small and sometimes large changes to the pay programme. Recognise that great job design is the heart of sales effectiveness. Sales compensation supports the sales job charter. Get the job right, and the pay plan is easy to configure.

Your goal: Learn from others, identify action steps and apply new solutions to reward your sellers.

Bring your questions. Join us and attend this exceptional one-day conference!

**We have 150 guest tickets for delegates.**



## Your New Seminar Host: **David Cichelli** Vice President The Alexander Group

David is a recognised thought leader, author, speaker and instructor regarding sales-effectiveness challenges and solutions. He is a senior vice president of the Alexander Group, a revenue growth consulting firm. He contributes his knowledge and experience to a wide array of sales organisations and has worked with hundreds of these organisations to structure, manage and deploy winning sales functions. The Alexander Group's Revenue Growth Model™, helps ensure and sustain alignment between customers and sellers.

David is internationally known for his strategic insights into the growth and evolution of sales entities as they serve expanding business unit ambitions in ever-challenging markets. His most recent book is *The Sales Growth Imperative*, published by McGraw Hill. In this book, readers learn how to use the Sales Growth Model™ to select the right sales strategies through different phases of growth.

Additionally, he is a world-renowned expert in sales compensation and acts as the firm's sales compensation practice leader. Widely recognised by US professional associations and trade publications for his work in linking sales compensation to management's objectives, David is a frequent speaker on sales compensation topics. His audiences include corporate, industry associations, trade shows and those seeking continuing education.

He is author of the best-selling book, *Compensating the Sales Force*, published by McGraw Hill. David's experience and knowledge in sales compensation shine through in this book. Often referred to as the 'must-have' book for those working in sales compensation, this publication offers industry analysis, thought leadership and practical tips.

In addition, David has authored numerous articles for industry publications, including: *Workspan*, *Selling Power*; *Sales and Marketing*; *BAI Banking Strategies*; and *SGIA Journal*.

His work as an instructor includes developing and teaching sales compensation courses for *WorldatWork*. David has also served on the faculty at the *Merage Foundation* at the *University California, Irvine*, and *Columbia University*.

David has been with the Alexander Group for more than 25 years. His previous experience includes the role of field sales support for an industrial chemical company and as a sales compensation practice manager for a large HR consulting firm. David has a BA from *Pennsylvania State University* and an MS from *Michigan State University*.

# Sales Compensation Symposium 2020

## Programme

8.30	<b>REGISTRATION &amp; BREAKFAST</b>
9.30	<p><b>#1: THE FIVE TRUTHS ABOUT SALES COMPENSATION</b></p> <p><i>David Cichelli, Alexander Group</i></p> <p>Every year, 90% of all companies change their sales compensation programme. Why? Sales departments use numerous programmes and sales enablement solutions to drive revenue growth. Sales compensation is one of the primary drivers of sales success. Yet, why does it change so often?</p> <p>Here are the five truths about sales compensation programmes:</p> <ul style="list-style-type: none"> <li>• Are powerful and they work</li> <li>• Change often and should</li> <li>• Use the same principles regardless of industry</li> <li>• Need robust internal process for success</li> <li>• Provide a compelling leadership platform</li> </ul>
10.20	<b>HEADLINE SPONSOR</b>
10.55	<b>TEA, DEMOS &amp; EXHIBITION</b>
11.25	<p><b>#2: SALES COMPENSATION GRAVITY: HOW REVENUE GROWTH DRIVES SALES COMPENSATION</b></p> <p><i>David Cichelli, Alexander Group</i></p> <p>What's the best sales compensation programme? It depends on the revenue growth of the company. High-growth companies use one set of sales comp solutions, while slower growth companies use different pay programmes. Learn how the four phases of revenue growth – 1. Start-up, 2. Scaling, 3. Re-evaluation and 4. Optimisation – influence features of sales comp plans. Understand why special sales programmes, such as solution selling, new product focus and insight-led selling, need new sales compensation solutions.</p>
12.15	<b>PANEL #1:</b>
12.45	<b>LUNCH, DEMOS &amp; EXHIBITION</b>
1.50	<p><b>#3: SALES COMPENSATION FORMULA MYSTERIES SOLVED</b></p> <p><i>David Cichelli, Alexander Group</i></p> <p>Where do sales compensation formulas come from? Sometimes, it seems like a mystery. Reading a sales compensation plan for the first time evokes questions such as:</p> <ul style="list-style-type: none"> <li>• How was that payout rate determined?</li> <li>• How does that extra bonus work?</li> <li>• What's the math behind these numbers?</li> </ul> <p>Attend this session to learn how to build effective sales compensation formulas, avoid unintentional payouts and assess proposed incentive formula designs.</p>
2.40	<b>GOLD SPONSOR</b>
3.10	<b>COFFEE, DEMOS &amp; EXHIBITION</b>
3.40	<b>PANEL #2:</b>
4.10	<p><b>#4: EFFECTIVE SALES COMPENSATION – ADOPT BEST-PRACTICE BUILDING CODES</b></p> <p><i>David Cichelli, Alexander Group</i></p> <p>Less than effective sales compensation programmes suffer from poor design decisions. Powerful and aligned sales compensation plans subscribe to a set of company-defined building codes – that is, well-documented sales compensation design principles.</p> <p>Learn how HR-sponsored 'fixed designs' and standardised jobs can imperil a sales organisation. Use these best-of-breed principles to build effective sales compensation plans that are simple, easy to understand and reward the right results. Edit the suggested 'Guide to Sales Compensation Design' for application at your company!</p>
5.30	<b>CLOSE OF CONFERENCE</b>

# Who attends

We are expecting a senior audience of 100-150 practitioners with responsibility for managing sales compensation from some of the major brands and forward-thinking organisations in the UK and mainland Europe.

Here's a sample of the delegates who attended our 2019 conference:



## Organisations

Aesop Ltd	Centrica	Hanson UK	Ralph Lauren
AMC Networks International	Cerner Corporation	IHS Markit	Refinitiv
Ascential	Cisco	Iron Mountain	Ricoh UK
Aviva	Clarivate Analytics	Johnson Controls	Siemens
BP	Cloudreach	Michael Kors	SThree
Breast Cancer	Dun & Bradstreet	Novo Nordisk	The Body Shop
BT	eBay	Open University	VELUX
BT Global Services	Enzo	OpenMarket	VERIZON
Cancer Research UK	Euronet Worldwide	PayPal	Western Union
Capita	First Data	Perrigo Company	Worldpay



## Jobtitles

Associate Director, Total Rewards	Global Compensation Manager	Head of Sales Compensation	Reward Partner
Bonus and Commission Manager	Global Reward Manager	Head of Sales Operations	Reward Professional
C&B Director	Global Sales Commissions Director	HR Business Partner	Sales Compensation Executive Director
Commissions Analyst	Global Sales Compensation Leader	HRBP	Sales Compensation Manager
Commissions Analyst	Global Sales Director	Incentive & Governance Manager	Senior Compensation Analyst
Compensation & Benefits Manager	Global Sales Senior Reward	Incentive Operations Manager	Senior HR Manager - Reward Specialist
Compensation and Benefits Consultant	Global Sales/Commercial Operations Manager	Interim Senior Reward Professional	Senior Manager Global Sales Compensation
Compensation Manager	Head of Commissions	Manager, Total Rewards EMEA	Senior Reward Business Partner
Compensation Manager	Head of Global Remuneration & Reward	Pay Plan & Incentives Manager	Total Reward Partner
Director Global Compensation & Benefits	Head of Reward	Reward Analyst	Total Rewards Manager Spain
Director of Compensation and Benefits	Head of Reward	Reward Business Partner	Transformation Lead, Sales Reward
Director Sales Compensation	Head of Reward	Reward Director	UK Sales Compensation Manager
Director Total Rewards EMEA	Head of Reward	Reward Director	
Director, Global Compensation & Benefits	Head of Reward	Reward Manager	
Director, Total Rewards	Head of Reward & Benefits	Reward Manager	Vice President Total Rewards and Hr Operations
	Head of Reward, EMEA	Reward Manager	
		Reward Manager	

# The Venue

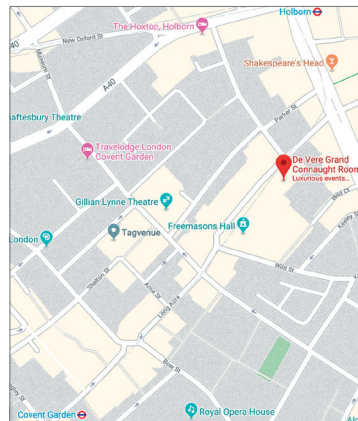
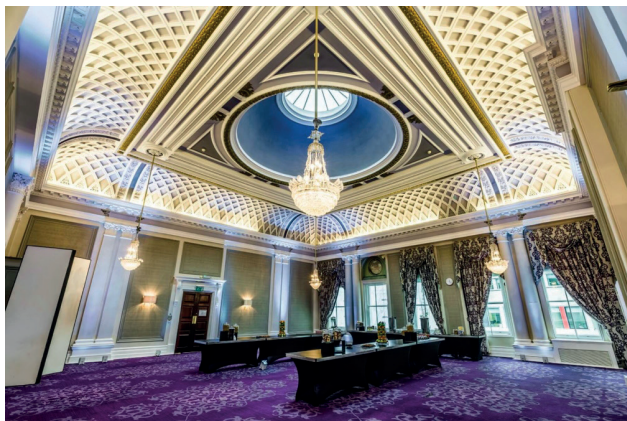
## Grand Connaught Rooms

<https://www.devere.co.uk/grand-connaught-rooms/exhibitions/>

**61-65 Great Queen Street, London WC2B 5DA**

Situated near Covent Garden and Holborn.

Grand Connaught Rooms with its palatial interiors, crystal chandeliers and central London location is a truly unforgettable venue. High-arched ceilings, exquisite lighting and beautiful wood panelling are all part of its unique character. Well known as the home of the FA and hosting showcase events for The British Racing Drivers Club, the venue is famous for its red-carpet events.



## Finding the venue

Grand Connaught Rooms is in the heart of Covent Garden just minutes from Holborn tube station (Piccadilly and Central lines) and Covent Garden (Piccadilly), offering direct access to Heathrow. It's just a short taxi ride from London Euston, Kings Cross and St Pancras International train stations. The venue is over the bridge from Waterloo Station, a 15-minute walk away.

# SPONSORS

As you can imagine, hosting a large full-day conference in a lavish central London venue with lots of lovely food and drink and completely free attendance costs a huge amount of money. This is where our sponsors come in. They have generously funded the speaker fees and the cost of the entire conference so that we can offer free places for 100+ delegates.

All of our sponsors work within the sales compensation field too so we hope you enjoy their specific sessions and please do chat to them if you can. It's events like this that are so important in keeping our profession as up to date and respected as it is.

Thanks again to all of our sponsors, without whom this event could not happen each year!

## HEADLINE SPONSOR



Varicent helps clients accurately track, manage, and report on sales processes through the industry-leading sales performance management (SPM) solution. Offering business tools for incentive compensation management, territory, quota, MBO and channel management, Varicent's augmented intelligence-powered platform enables customers to see and address sales trends, problem areas, and opportunities, by predicting outcomes and prescribing actions to optimise revenue.

Established in 2003, Varicent innovated the sales performance software industry and develops solutions for Fortune 500 clients in high-tech, financial services, medical devices, pharmaceuticals, entertainment, hospitality, media, telecommunications and transportation. Visit [Varicent.com](https://varicent.com) to learn how Varicent significantly impacts bottom-line efficiencies and top-line results.

Email: [Varicent.EU@Varicent.com](mailto:Varicent.EU@Varicent.com)

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Happiness is the best driver for success. Our mission is to make the workforce of our customers happy. beqom drives happiness by allowing business managers to lead, align, and motivate employees and partners.

The beqom Total Compensation platform is used globally across all industry sectors by over 100 large companies such as Microsoft and Vodafone. It addresses all performance and compensation aspects such as salary review, bonus, long-term incentives, commissions, benefits, non-cash rewards and all key drivers towards employee performance and sales performance.

HR, sales and finance leverage our platform to drive performance, retention, cost optimization, efficiency, compliance and ... happiness among their people.

Tel: +44 203 668 6837

Email: [www.beqom.com/contact-us](http://www.beqom.com/contact-us)

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## GOLD SPONSOR



Xactly is the market leader of on-demand enterprise-class, cloudbased, incentive commission solutions for employee and sales performance management. Our vision is to change the world of incentives. We address a critical business need: to incentivise employees and align their behaviours with company goals.

Our solutions allow organisations to make better strategic decisions, optimise behaviours, increase sales and employee performance, improve margins, increase operational efficiencies, mitigate risk, design better incentive/sales bonus plans, and reduce error rates in incentive commission calculations. We believe in the power of incentives to help companies, their employees, and their partners build stronger relationships and achieve more.

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## SILVER SPONSOR



OpenSymmetry is a global consulting company that specialises in the planning, implementation and management of sales performance management (SPM) solutions supported by the industry's leading technology suppliers. Since 2004, OpenSymmetry has enabled its customers, ranging in size and industry, to achieve greater operational efficiency and get better sales results. With seven consecutive years on the Inc. 5000 list of the fastest-growing private companies in America, OpenSymmetry has successfully delivered over 1,500 projects around the world. Headquartered in Austin, Texas, with offices in the UK and India, OpenSymmetry has twice been recognised as one of Inc. Magazine's Best Workplaces.

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# About us

## *e-reward.co.uk*

E-reward has been representing the pay and benefits profession for more than 20 years now. Since 1999, our industry expertise has been delivering the latest thinking, research and education in reward management.

- We have an in-house **research** team producing heavy-hitting research reports: [www.e-reward.co.uk/research](http://www.e-reward.co.uk/research).  
Our recent papers include in-depth studies of performance management processes at GAP, IBM and Microsoft.
- Each year we host **conferences**, exhibitions and seminars showcasing good practice in employee reward – our annual conference for 100 comp & ben leaders is now in its 14th year: [www.e-reward.co.uk/events](http://www.e-reward.co.uk/events)
- And we offer the UK's largest **educational** programme for reward professionals, hosting more than 60 days' reward training each year in London, Dublin, Frankfurt and Oman: [www.e-reward.co.uk/education](http://www.e-reward.co.uk/education)
- We are also specialists in **executive pay** research and we have a state-of-art boardroom remuneration database: [www.e-reward.co.uk/executive-pay](http://www.e-reward.co.uk/executive-pay)

**So, as one of the UK's leading providers of reward information, we are able to attract a very high-calibre audience to our comp & ben events. Our conferences are always second to none and have a loyal following.**



## Get in touch

If we can help you with any questions about our event, please call us on **+44 (0)161 432 2584**, or email: [paul@e-reward.co.uk](mailto:paul@e-reward.co.uk)

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