

The 7-Point Sales Compensation Plan Audit

Walk through each step of the review so you can effectively grade your sales compensation plan.

- 1 Quota attainment distribution**
The spread of who hits, misses, and beats target across the team — not just the average.
- 2 Pay mix and OTE alignment**
How base and variable split by role, and whether OTE holds up against the market.
- 3 Cost of sales as a % of revenue**
Total comp spend divided by bookings — is the growth financially sustainable?
- 4 Accelerator and decelerator mechanics**
Where over- and under-performance pay kick in, and whether the right reps earn it.
- 5 Plan clarity and rep comprehension**
Can a rep explain their own plan in under 60 seconds, with no surprises at payout?
- 6 Behavior-to-goal alignment**
Do the incentives map to the behaviors leadership actually wants this year?
- 7 Plan stability and mid-year changes**
How many mid-year changes were made, why, and at what cost to rep trust?