

EUROPEAN BONUS & SALES COMPENSATION SURVEY 2014



The survey was carried out across **15 European countries** in Q1 of 2014. The Bonus section of the survey covers data for **48 companies** in **21 sectors** and the Sales Compensation section – **97 sales incentive plans** from **69 companies** in **17 sectors**.

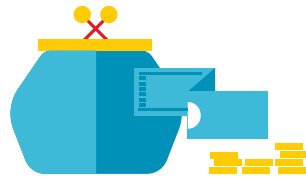
BONUS

96%

SAY THEIR BONUS PLANS ARE ALIGNED OR WELL-ALIGNED TO BUSINESS RESULTS

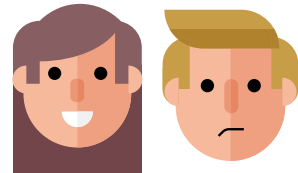


COMPANIES THAT EXCEEDED THEIR TARGETS WERE MORE LIKELY TO HAVE WELL-ALIGNED PLANS THAN THOSE WHO DID NOT ACHIEVE THEIR GOALS



51%

USE FINANCIAL MEASURES AS ONE OF THE KEY OBJECTIVES



44%

USE BEHAVIOURAL MEASURES

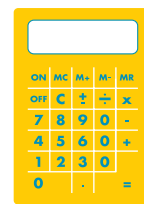


94%

OF PARTICIPANTS HAVE A REVIEW PROCESS IN PLACE TO DETERMINE THE SUCCESS OF THEIR BONUS PLANS.

4.3

AVERAGE NUMBER OF PERFORMANCE METRICS



3.3

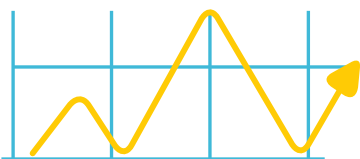
IN HIGH-ACHIEVING COMPANIES



SALES INCENTIVE

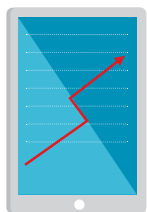
70%

OF COMPANIES USE REVENUE AS ONE OF THE KEY MEASURES



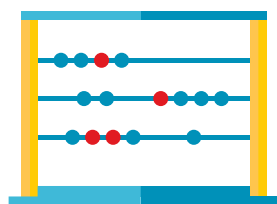
CUSTOMER SATISFACTION IS BECOMING MORE IMPORTANT, BUT STILL HAS A WEIGHTING OF ONLY

20%



45%

USE MARKET POTENTIAL



41%

USE PAST RESULTS TO SET PERFORMANCE TARGETS

66%

PLAN TO MAKE CHANGES IN THE NEXT 6 MONTHS

