

EXECUTIVE COMPENSATION

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EXECUTIVE COMPENSATION



- ▶ **HUNT AND FIND THE BEST PEOPLE**
- ▶ **PAY CORRECTLY FOR PERFORMANCE**
- ▶ **PAY COMMISSION FREQUENTLY**
- ▶ **PLAN AND REVIEW WITH DIRECT REPORTS**
- ▶ **PROVIDE CONSISTENT TRAINING AND DEVELOPMENT**

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- ▶ **HIRE AND RETAIN TOP PERFORMERS**
- ▶ **DEVELOP EXCEPTIONAL TALENT**
- ▶ **DESIGN A LUCRATIVE INCENTIVE PLAN—one that encourages more business with no cap**
- ▶ **DON'T HOLD ONTO BAD HIRES—set short time limits on non-performance.**

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Hiring and retaining the best sales talent isn't easy - it requires deliberate focus, investment, and leadership.