

Executive Search & Talent Advisory

Case Study

Design Sales Organization and Incentive Scheme to Fast-Track Growth

Background

The client is an Insurtech company headquartered in Chicago, IL.

What was the exact ask

To design the sales organization, job descriptions, sales incentive program & recruiting, selection and onboarding of their national sales team, which could deliver a multi-million annual target.

The process

The team worked with founders to identify capacity, write job descriptions, key attributes for a successful salesperson in the technology SaaS space. We also benchmarked compensation, sales incentives and their payout mechanism among technology start-ups. We were involved in creating a seamless & highly engaging onboarding process for the sales team to improve the learning & reduce the acclimatization.

Final deliverables

Designed and implemented the next version of the organization structure which included:

- Clearly defined levels
- The different expectations from each role
- Articulation of various growth path that individuals could plan for themselves
- Policy/ guidelines on how to work towards/ through the desired path