

# Talent Advisory

Case Study

## Design Sales Organization and Incentive Scheme to Fast- Track Growth

For a global Insurtech organization  
headquartered in Chicago, US

Technology Practice

## Background

The client was a Series A Insurtech company headquartered in Chicago, US, who had designed a platform to assess risk using AI - ML.

## 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 to 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 the seamless & highly engaged onboarding process for the sales team to improve the learning & reduce the acclimatization.

## PeopleAsset differentiator

### Organization Structure

- 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 paths