



LAUNCH INCENTIVE COMPENSATION PLAN TO MANAGE VOLATILITY

CLIENT NEED

An Oncology client wanted advice in designing the incentive compensation (IC) plan for their launch product in a market new to the organization.

OUR SOLUTION

It was important for the IC plan to balance between the right mix of rewarding for behavior and rewarding for results to maximize launch uptake. Therefore, the 159 recommendation relied on a mix of national level awareness metric, national level uptake speed, and division level commission plan. Payout curves were appropriately set to account for volatility of sales at launch.

OUR APPROACH



PROJECT OUTCOME

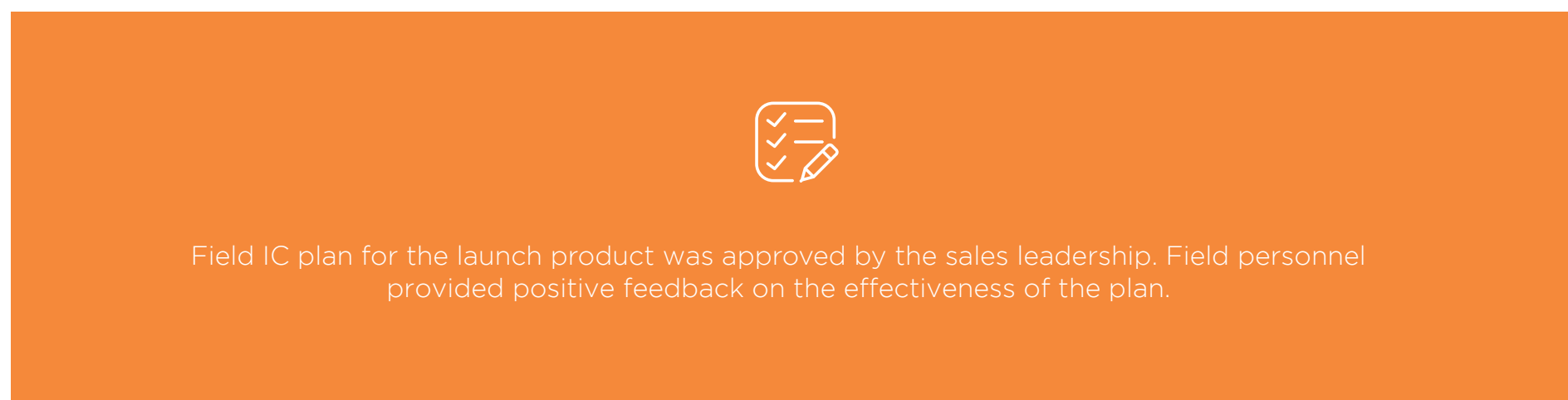
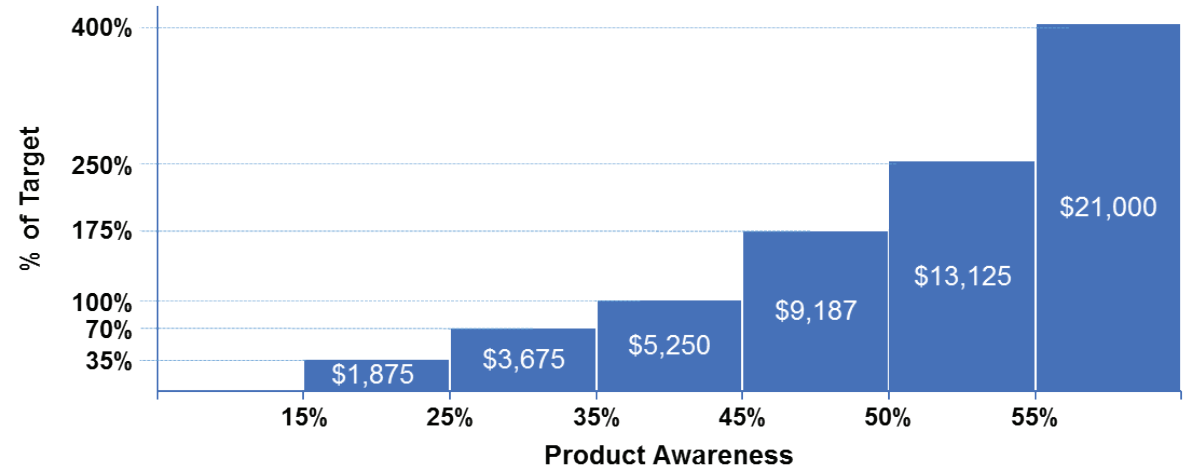
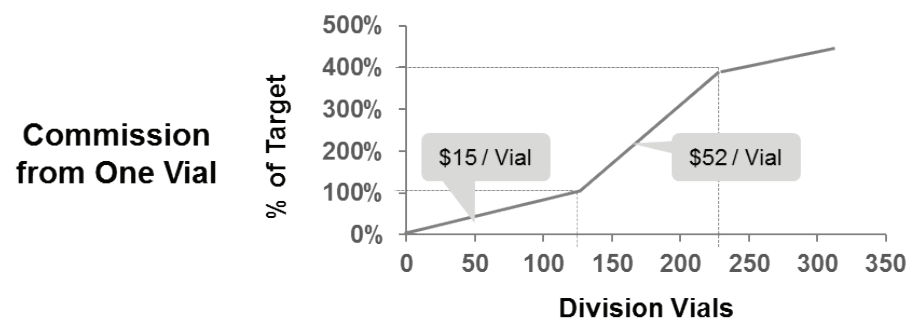


ILLUSTRATION OF IC PLAN DESIGN AGAINST SET CRITERIA



	Weeks to Reaching Quarterly National Forecast						
	<=11	12	13	13	13	13	
Attainment	100%	100%	100%	95%	90%	85%	80%
Payout	\$7,000	\$4,375	\$1,750	\$1,400	\$1,225	\$1,050	\$875
% of Target	400%	250%	100%	80%	70%	60%	50%



Author: Sriram Rangarajan | Manager

Sriram Rangarajan is a seasoned professional in Sales and Marketing consulting specific to the healthcare industry. He has ~10 years of consulting experience working closely with large pharma and biotech organizations in the areas of Sales force strategy, Commercial Operations, Incentive Compensation Design and Marketing Analytics. Prior to joining 159 Solutions, he worked at ZS Associates, a global leader in Sales and Marketing analytics consulting. Sriram has a masters degree in Industrial Engineering from the University of Wisconsin-Madison and a Bachelors degree from Birla Institute of Technology and Science, Pilani, India.

✉ sriram.rangarajan@159solutions.com