

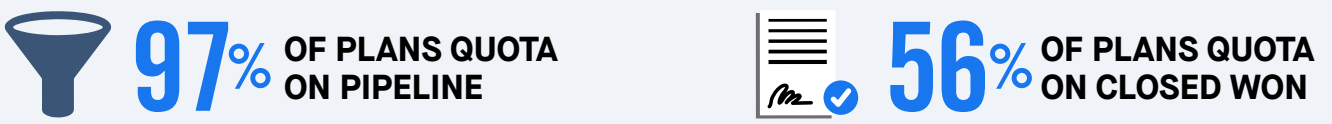
Sales Development SURVEY BENCHMARK

Modern Sales Pros + Concert set out to determine what makes the best Sales Development comp plans. With 72 companies responding and sharing data on how nearly 1,400 SDRs get paid, here's a peek at these comp plans in 2019.

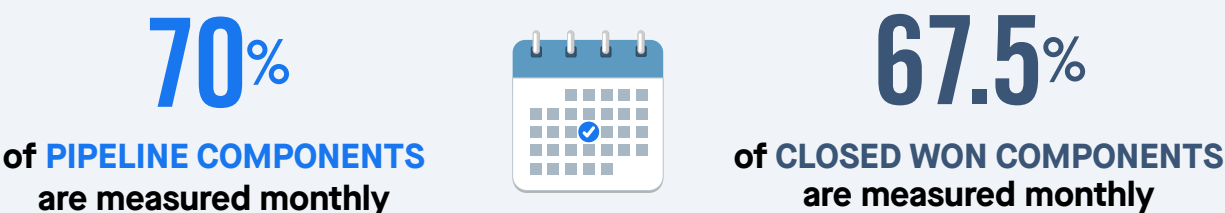
► How likely are you to recommend your SDR comp plan to a peer at another company?



► QUOTA METRICS



► QUOTA PERIOD



► ACHIEVEMENT TIER STRUCTURE



► PAYMENT TRIGGERED



HIGHER BASE-VARIABLE MIX

47% OF RESPONDENTS HAVE SDRs VARIABLE TARGETS OVER 30%

While the survey had a slight majority of respondents with 30% variable comp, nearly half of the responding companies had much higher variable comp mixes. These companies also had a higher average satisfaction score. There are a few reasons why these companies seem to be happier with more highly leveraged plans.

- **Total on-target comp is higher.** The variable mix increase doesn't seem to be at the expense of a livable base salary.
- **Multiple quotas to make earnings.** The variable tended to be split against more metrics, activities, pipeline movement and closed won.

These are the findings for the Sales Development Survey Benchmark. For more information on how to improve your plans, download the full report at concertfinance.com/2019benchmarks.