



Sales Compensation: Securing Top Talent and Rewarding Results in a Tough Market

A strategic guide for Revenue Operations, Sales, and Finance leaders navigating today's performance-driven landscape

Xactly[®]

Executive Summary

The competition for top sales talent has never been more consequential or difficult to win. In a market defined by economic headwinds, AI-driven disruption, and boards demanding profitable growth over revenue-at-any-cost, the difference between organizations that thrive and those that stall often comes down to who they can attract, motivate, and retain.

[ManpowerGroup's 2026 Global Talent Shortage report](#) shows 69% of U.S. employers report difficulty finding skilled talent in 2026. The number increases for enterprise companies, with sales and AI literacy noted as significant gaps.

Hiring top talent is also expensive. A [Forrester study](#) found high-performing organizations spend more than \$50,000 per rep in recruiting costs. This makes retaining them all the more critical.

Most enterprise sales organizations believe their compensation program is competitive. Some reps disagree, and the best ones are quietly testing the market to find out who's right.

This guide addresses the most critical compensation challenges enterprise organizations face today and offers a framework for building plans that are equitable, explainable, and built for the future.



SECTION OVERVIEW

1 **Optimizing Performance and Profitability**

High performers increasingly want to work for organizations that are built to last, and Rule of 40 health (or beyond) is becoming a signal of organizational credibility. To achieve this, revenue leaders must optimize for the balance between revenue growth and profitability, doubling down on Net Revenue Retention and efficient new logo acquisition. Comp plans need to reflect these priorities, rewarding behaviors that drive sustainable performance.

2 **Integrating AI and Hybrid Roles**

As AI takes over execution-layer tasks, comp plans must evolve to reward the strategic outcomes only human sellers can drive, such as account development, complex deal navigation, and expansion. Incentive design should amplify what AI makes possible, not just account for what it replaces.

3 **Data Accuracy and Transparency**

Comp trust breaks down when reps can't see accurate, up-to-date earnings data. The root cause often results from dirty upstream data feeding into the comp platform. Data integrity is also a psychological contract: when calculations are off — or data comes in late — reps begin to question every number and relationships fray. Organizations that invest in clean source data and real-time dashboards eliminate disputes, reduce anxiety, and free sellers to focus on revenue.

4 **Achievable Quotas and Retention**

When fewer than half of reps hit quota, the problem isn't performance, it's quota design. Building targets from the bottom up, anchored in territory opportunity and realistic conversion rates, produces numbers reps believe in and fight to hit.

5 **Plan Explainability**

Visibility shows reps the numbers. Explainability helps them understand the why behind them. A dashboard can display attainment, but leaders need to use those insights to explain how quotas were set, how territories were designed, and how deals translate into take-home pay. That context builds trust and increases motivation and loyalty.

6 **Pay Equity and Transparency**

Top performers quickly spot pay inequities caused by unbalanced territories, inconsistent benchmarking, or opaque pay bands, and they leave. Organizations that audit and clearly communicate their comp structure turn pay fairness into a retention and recruiting advantage.



1 Optimizing Performance and Profitability

From Growth-at-Any-Cost to the Rule of 40 and Beyond

For years, enterprise sales organizations operated under a simple mandate: grow fast. Compensation plans were built to reward aggressive new logo acquisition, often at the expense of margin, retention, and predictability. That era is over.

Today's CFOs, boards, and investors measure health through the Rule of 40, which means a company's revenue growth rate plus its profit margin should equal or exceed 40%. While the concept originated in SaaS, the underlying principle of balancing growth investment against margin health applies across industries. This shift fundamentally changes what sales compensation rewards.

Organizations that once celebrated reps closing deals with heavy discounts or unprofitable terms now need plans that reward quality, retention, and expansion.

Why Rule of 50 Companies Win the Talent War

The Rule of 40 signals a healthy company. But when it comes to competing for elite sales talent, baseline health doesn't set you apart. Over the last 18 months, a growing number of high-performing organizations have pushed toward a Rule of 50 threshold, and the talent implications are significant.

Rule of 50 companies are more attractive to top-tier candidates because they signal stronger exit potential and greater equity value. They achieve this by focusing on Net Revenue Retention (NRR) and efficient new logo acquisition rather than chasing growth at any cost. For the best enterprise sellers with options and leverage, joining a Rule of 50 company isn't just a career move. It's a wealth decision.

Total Compensation is the New Recruiting Conversation

Top candidates don't walk into interviews asking only about base salary. They ask about the full picture: base, variable, equity, benefits, and growth trajectory. Interviewees want to understand their total compensation, and organizations that fail to lead with that story lose talent before the conversation even starts.

This has practical implications across the entire talent acquisition funnel:

- **Job descriptions must include total compensation framing:** Not just a salary range, but OTE, equity structure, and upside potential. The strongest candidates are comparing you against multiple offers, and they need that context upfront.
- **Executives should speak to compensation publicly:** When leaders appear on podcasts, at industry events, or in thought leadership content, they have the opportunity to signal the company's comp philosophy and ambition. The best candidates are listening.
- **Rule of 50 performance is a recruiting narrative:** If your company performs above Rule of 40, make that visible. Top talent connects financial performance directly to the value of the equity they are being offered.

2 Integrating AI and Hybrid Roles

Selling Has Changed. Compensation Needs to Keep Up

Artificial intelligence is reshaping how buying and selling happen. Self-service portals and digital assistants are closing a growing portion of deals with limited or no human rep involvement. Yet, complex enterprise transactions still demand experienced human judgment, relationship building, and consultative selling.

This creates a structural challenge: How do you fairly compensate human reps when part of the revenue pipeline is being handled by AI-driven or self-service channels? You want your best sellers to embrace AI as something that makes them more money – not less.

Sellers Have Evolved: They Demand AI That Augments

Organizations often make a critical mistake of treating AI as an automation tool to draft emails, enrich contact lists, and schedule meetings. These capabilities are becoming standard across competitors. They don't differentiate.

Sellers demand advanced AI tools that help them make better decisions and drive measurable results, not just complete tasks faster. Top reps want technology that sharpens their judgment, surfaces opportunities they might otherwise miss, and helps them focus on the accounts most likely to convert.

The difference shows up even in small moments. For example, when a comp plan has a calculation error, execution-layer AI sends a notification. Strategic-layer AI understands what that error means for a rep's paycheck, surfaces it before the rep notices a shortfall, and routes it for resolution automatically. Same trigger, completely different outcome.

This approach separates AI that makes reps faster from AI that makes them smarter.

The Agentic Opportunity: From Tools to Outcomes

The next frontier goes further still. Where today's AI assists sellers with discrete tasks, tomorrow's agentic AI will orchestrate entire workflows autonomously. Examples include:

- Adjusting territory alignments in real time
- Flagging at-risk accounts before a rep notices
- Modeling earnings scenarios so sellers can make smarter decisions about where to focus

Agentic AI tools satisfy a high-performer's need for autonomy and mastery, which are proven drivers of long-term retention. The organizations building toward this model enable their reps with the strategic ability to operate like the CEO of their own territory.



The true value of AI in compensation isn't just automation; it's empowerment. When we treat AI as a strategic partner, it moves from the back office to the front lines, giving our sellers the intelligence to navigate complex deals and the confidence that the house is rooting for their success.

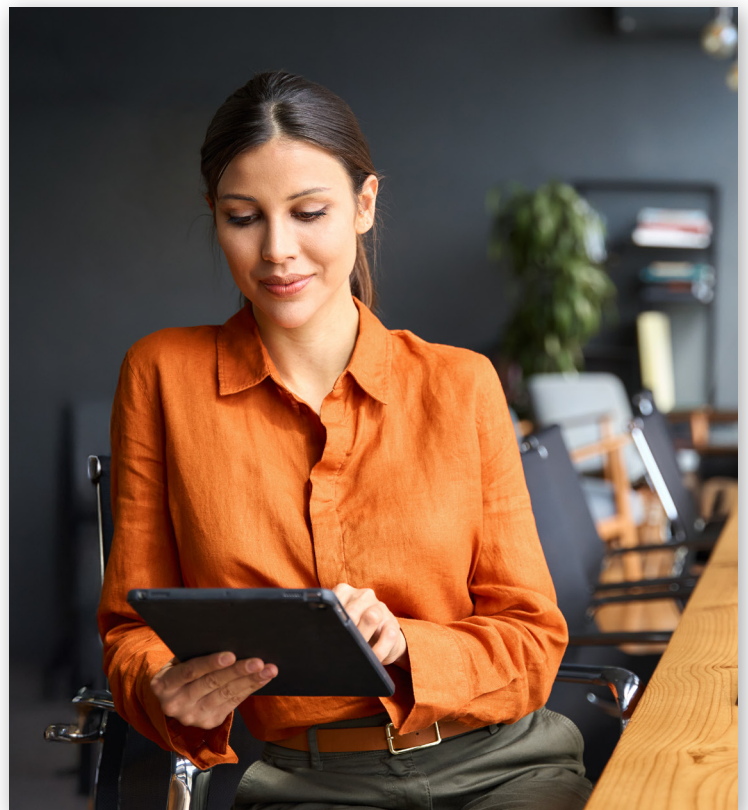
Megan Barbier
CHRO, Xactly



Considerations for Hybrid Compensation Design

When you design comp for environments where AI-assisted, self-service, and human-led approaches coexist, take the following into account:

- **Allocate credit based on influence, not just closure:** In hybrid sales environments, the rep who closes the deal may not be the only one driving revenue. Consider giving partial credit to sellers who influence conversions through demos, onboarding support, or strategic guidance, even if the transaction closes through self-service.
- **Match incentives to deal complexity:** Higher commissions for complex, multi-stakeholder enterprise sales better reflect the skill and time involved, while lower-touch AI-assisted deals may warrant reduced but still meaningful credit.
- **Reward strategic territory development:** Compensate outcomes like pipeline health, whitespace penetration, and net new logos within a territory, not just closed Annual Recurring Revenue (ARR).
- **Treat incentive design as dynamic, not fixed:** AI enables plans to be tuned continuously based on rep behavior and real-world outcomes. Ensure compensation keeps pace with how your go-to-market motion actually evolves rather than reflecting assumptions made during last year's planning cycle.



3 Data Accuracy and Transparency

Trust Starts Upstream

If you ask an enterprise sales rep if they trust their compensation statements, you'll likely see hesitation. The issue rarely stems from a flawed comp plan. It starts with broken data. Compensation depends on a chain of upstream inputs, and when any link fails, it erodes trust in the entire system.

That trust gap widens when reps lack real-time visibility into timely sales performance data, especially in environments with complex, multi-layered, or "Jenga-like" plan structures. When reps can't clearly see how deals, quotas, and credits connect, uncertainty replaces confidence.

Data accuracy starts with the quality of account and contact data flowing into the compensation platform from CRM, ERP, and other upstream systems. If foundational account data contains duplicates, misassigned accounts, or stale contacts, it undermines every compensation calculation built on top of it.

Data integrity also strengthens the psychological contract between the seller and the organization. Accurate calculations reduce disputes and remove the cognitive burden of payout anxiety, allowing sellers to stay focused and productive.

Reps who have been burned by comp errors become skeptical of every payout, attainment figure, and manager conversation about performance. Rebuilding that trust requires demonstrating your data is clean and verifiable. Not a gut feel, but a documented, auditable foundation.



Technology Signals Organizational Investment

Data accuracy shapes trust, but the tools an organization equips its sellers with send an equally clear message about how much it values their success.

At the same time, the best enterprise sellers evaluate potential employers on available toolsets. When a rep considers a new opportunity, they want to know they'll have the right technology to thrive.

Today's market offers a flurry of execution tools, including dialers, sequencers, enrichment platforms, and email assistants. Most enterprise sales organizations use many of them. But top sellers distinguish between execution tools and strategic tools, and many organizations still underinvest in the latter.



What Top Sellers Ask About Tech

In late-stage interviews, high-performing sellers often ask questions like:

- “What does my territory look like, and how did it perform in the past?”
- “What tools will I have to manage and develop my accounts?”
- “How transparent is the comp plan, and how do I track my attainment?”
- “How is the plan structured to help me maximize my earnings? What behaviors does it reward, and where are the accelerators?”

The answers to these questions determine whether they accept the offer. Amplifying how your organization invests in tools and talent is not only a perk, but a recruiting differentiator.

Use Real-Time Visibility to Retain Talent

Sales leaders often overlook earnings transparency as a powerful retention lever. When reps can see accurate, real-time performance data, including what they’ve earned, what they’re on track to earn, and how specific deals affect their compensation, they spend less time worrying and more time selling. At its core, this is about trust. When people believe the system is fair and legible, they invest in it rather than around it.

Earning that trust takes more than opening a dashboard. When reps see attainment data without understanding the assumptions behind their quota, transparency increases anxiety rather than reducing it. A rep who sees they're at 62% attainment in Month 4 needs to understand whether that's recoverable, and why. Data and explanation have to move together or you've solved the wrong problem.

Keeping trust requires consistency. Reps notice when the numbers shift without explanation, when quota rationale changes mid-year, or when compensation disputes take weeks to resolve. Each of those moments is a small withdrawal from an account that took months to build. Real-time visibility helps, but only if what reps see is accurate, stable, and backed by a process they believe in.

Xactly’s Intelligent Revenue Performance platform puts this principle into action. It goes beyond automating compensation calculations and gives reps and leaders the data they need to make faster, better decisions.

Is Your Data Working Against You?

Warning signs that your current data infrastructure is creating comp risk include:

- Reps regularly submit disputes or escalation tickets about their comp statements.
- Comp leaders frequently make manual corrections in spreadsheets.
- Sales managers lack a clear view of real-time team attainment.

4 Achievable Quotas and Retention

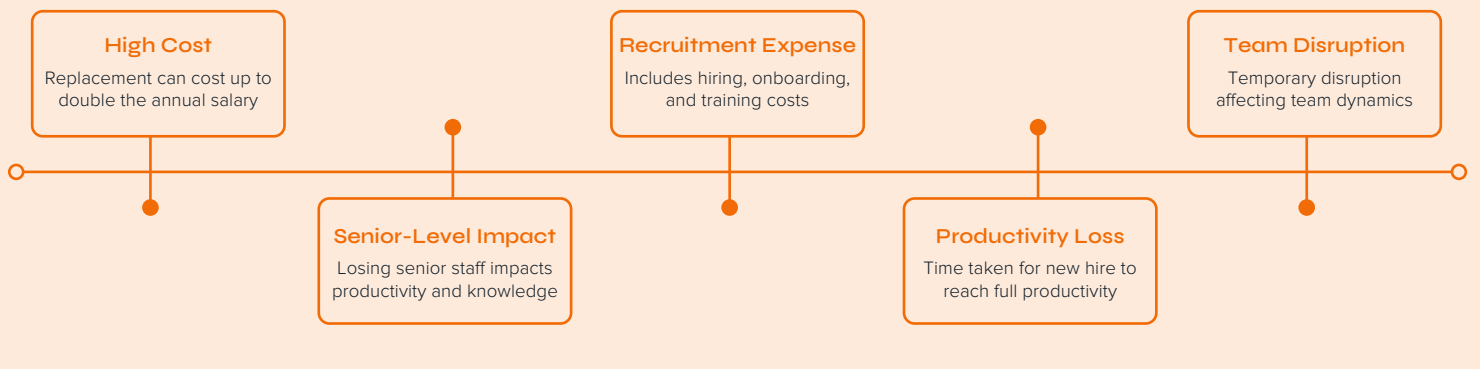
When Quotas Become the Problem

Quota attainment data across enterprise sales tells a consistent story. Rather than motivating high performance, overly aggressive targets create disengagement and turnover.

Attrition is expensive in any function. In enterprise sales, it's devastating. [Gallup estimates](#) replacing a senior-level employee costs up to 200% of their annual salary. In addition to the cost of hiring and onboarding, the departing rep takes pipeline, relationships, and institutional knowledge with them.

To retain top talent, organizations need to set targets based on market reality and rep capacity, not lofty financial planning goals.

Impact of Replacing Senior Employees



Territory Design and the Rule of 40 Connection

Quota accuracy starts with territory design. A rep carrying an unrealistic number because their territory is over-assigned will fail regardless of their effort or skill. Conversely, under-assigned territories leave market opportunity on the table.

Effective quota design requires building upward. Start with the active pipeline and its likelihood to close. Then, factor in headcount coverage and historical spend patterns from existing accounts to set targets that are stretching but achievable. Balanced territories and data-grounded quotas make sales capacity predictable. That predictable capacity is what lets leaders manage the growth-to-profitability tradeoff with confidence rather than guesswork.

Managing Windfall Sales Fairly

Every high-performing sales organization eventually encounters unexpectedly large transactions driven more by market timing, a strategic acquisition, or an inbound enterprise referral than the rep's pipeline work. These situations create genuine comp design tension.

Left unmanaged, windfalls create two problems. The fortunate rep earns a disproportionate payout that strains comp budget, and other reps feel the system is unfair. But managed too aggressively, windfall caps or clawbacks send an equally damaging message that over-performance will be penalized.

The best practice is to establish a clearly documented windfall policy before deals happen, not after. Define thresholds, escalation paths, and the rationale behind them. Reps who understand how extraordinary deals are handled are less likely to feel blindsided when adjustments occur and more likely to trust that the system is built to be fair.

The Retention Equation

The primary drivers of avoidable rep attrition are:

- Quotas perceived as arbitrary or unattainable
- Territory imbalances that create obvious haves and have-nots
- Comp errors or unexplained adjustments to expected payouts
- Lack of visibility into how reps are tracking relative to plan

5 Plan Explainability

Visibility Tells Reps What. Explainability Tells Them Why.

A dashboard gives reps visibility. But it doesn't explain why their quota was set at that level, how leaders designed their territory, or how each component of the comp plan translates into take-home pay.

That lack of context affects behavior. Reps who don't understand how leaders built their plan struggle to prioritize accounts, question whether targets are attainable, and spend more time disputing payouts. Even when the plan is fair, poor explanation further erodes trust and impacts attrition.



In enterprise sales, the greatest enemy of performance isn't a high quota, it's the cognitive tax of uncertainty. When a seller has to spend their Sunday night auditing a commission statement, they lose the psychological momentum needed to win on Monday morning.

Megan Barbier
CHRO, Xactly



The Informed Seller Advantage

Visibility can be given in a data dashboard, but explainability requires a conversation. The payoff is worth it. When sellers understand their plan, they act more strategically. They make smarter decisions about how to spend their time, which deals to prioritize, and which expansion opportunities to pursue. They operate like owners of their territory.

Explainability drives this shift. It turns a rep who works a list into a rep who manages a business. They analyze their portfolio, focus on the highest-value opportunities, and partner with their manager on the activities that drive results.

“By providing real-time, explainable data, we aren't just paying people,” Barbier says. “We’re protecting their mental energy and building the trust required for them to operate with the autonomy of a CEO.”

Clear plan visibility also helps organizations attract and retain top sellers. High performers want to understand how they earn and whether the system rewards their effort. When organizations focus on explainability, they create an environment where top talent chooses to stay, and hungry sellers want to join.

The Explainability Trifecta

Explainability only works if the underlying plan is defensible. Organizations sometimes invest in better communication of a plan that is fundamentally flawed with imbalanced territories and unrealistic quotas. In those cases, more explanation doesn't build trust. It erodes it faster. Before investing in explainability infrastructure, audit whether the plan itself would hold up to scrutiny.

Most reps receive a static compensation document at the start of the year that outlines the rules, but almost never answers the questions reps actually carry into every quarter, such as:

- Am I set up to hit my number?
- What does a great year look like for me?
- How does today's deal move the needle?

True explainability replaces that static artifact with a living, dynamic view of how a rep is positioned to perform and earn. It operates across three distinct dimensions, each of which requires deliberate design:

- **Territory Design:** Reps should understand why leaders structured their territory based on factors like account potential, geographic coverage, industry segments, and total addressable market. Does each territory offer similar opportunity, and if not, how did leaders adjust quotas to reflect the discrepancy? The answers give reps a clear picture of the opportunity in front of them and confidence that the setup is fair.
- **Quota-to-Opportunity Alignment:** Reps lose trust when quotas feel disconnected from market reality. Leaders should show how they built each number using historical win rates and market benchmarks. This dimension makes the math visible, so reps can see the path to attainment.
- **Compensation Mechanics:** Reps should clearly understand how each deal affects their pay. They should know what happens at 80% versus 110% attainment, when accelerators apply, how clawbacks work, and how teams split credit on deals. This goes beyond disclosing terms to empowering reps with a real-time earnings lens.

When these three dimensions work together, reps don't need to dig through a PDF to understand their comp plan. They have a clear, ongoing answer to the only questions that really matter.

6 Pay Equity and Transparency

The Business Case for Equitable Compensation

Imagine your top-performing rep discovers, through a peer conversation or a LinkedIn salary post, that a colleague in a comparable territory earns 15% more. That rep doesn't file a complaint. They update their resume.

While there are laws on record related to pay equity and transparency, enterprise sales orgs should treat pay fairness as more than a legal obligation. It's a critical talent strategy.

Replacing reps who leave due to pay inequity costs your business more than auditing, benchmarking, and correcting pay – it can severely damage your reputation amongst sellers, both internally and in the talent pool.



Sources of Pay Inequity in Sales Compensation

Sales comp is particularly susceptible to certain forms of inequity. Common structural sources include:

- **Territory design disparities:** Reps in stronger territories earn more through circumstance, not performance.
- **Inconsistent On-Target Earnings (OTE) benchmarking:** Without market data benchmarks for each role and level, base and variable comp can drift unevenly across a team.
- **Lack of transparent pay bands:** When reps have no visibility into the structure governing their comp, they often go through informal channels to identify whether their package is fair relative to peers.
- **Retroactive plan changes:** Mid-period adjustments to quotas or territory coverage can disproportionately impact some reps, creating perceived or real pay inequity.

Building a Transparent Pay Framework

Organizations committed to pay equity as a retention strategy take a structured approach:

- Define pay bands by role, level, and geography.
- Conduct annual pay equity audits using third-party market benchmarking data.
- Communicate openly with reps about where their comp falls within the band and how to progress.
- Use data to proactively identify and correct pay gaps before they cause attrition.
- Standardize territory opportunity scoring to minimize luck-of-draw earnings gaps.

Full pay transparency can create short-term conflict before it creates long-term trust. When organizations open up pay bands for the first time, some reps will discover gaps that feel unfair — likely because they are.

Leaders must be prepared to have honest conversations regarding pay discrepancies and what the company's remediation plan is rather than hoping transparency alone resolves the underlying inequity. Done right, that process builds deeper trust than any dashboard.

Why Xactly: The Platform Built for This Moment

The challenges outlined in this guide aren't solved by spreadsheets, point solutions, or workarounds. They require a platform that unifies territory and quota planning, compensation data, plan logic, and performance analytics to empower every stakeholder with the visibility and intelligence needed to act.

Equipping sellers with this level of insights does more than improve operations. It helps attract top performers who expect modern tools and clear direction to do their job well. It also retains high achievers by reducing friction, increasing trust, and giving them the visibility they need to maximize their earnings.

By consolidating what is often a fragmented tech stack into a single system, Xactly reduces operational complexity, minimizes data discrepancies, and eliminates the need for disconnected point solutions. Instead of learning your organization has a serious problem too late, and suffering the consequences of a reactive approach, [Xactly's Intelligent Revenue Platform](#) empowers you to proactively reduce or eliminate those risks, attract and retain top sellers, and contribute toward revenue growth.



Performance and Profitability

Sustainable revenue growth requires compensation infrastructure that connects individual performance to company-level financial goals. Xactly gives RevOps, Finance, and Sales leaders a unified view of cost of sales, quota attainment, and performance, so compensation decisions are grounded in the same metrics the board is watching.

With a suite of connected tools that span the full sales lifecycle, the Xactly Intelligent Revenue Platform offers the financial rigor and strategic agility needed to drive operational efficiency and profitable growth.

The following tools break down data and team silos that stifle sales growth:

- **Territory & Quota Planning:** Optimize GTM strategies by creating coverage models, balancing territory potential, and driving ideal quota allocations.
- **Design Compensation Plans:** Model, benchmark, and optimize comp structures using 20+ years of data.
- **Automate Commissions & Incentives:** Enable organizations to build compensation plans that create and reward high performers.
- **Manage GTM Execution:** Provide a single source of truth for optimizing territories, people opportunities, credits, and quotas.
- **Forecast Revenue:** Forecast beyond the pipeline using AI-powered compensation and performance signals to deliver accurate and predictable forecasts.

The result is a comp program that rewards the right behaviors, supports Rule of 40 targets, and makes the business more attractive to the type of talent that evaluates organizational health before they sign an offer.

Just as importantly, it elevates sellers from execution to strategy. With visibility into territory potential, performance trends, and earnings impact, reps can operate as the CEO of their territory, making smarter decisions about where to focus, how to adjust, and how to win.



AI Integration

As enterprise software solutions rush to include AI in their tools, many AI features become bolted on rather than fully integrated. At Xactly, we're taking a different approach. We're moving beyond incremental AI features to deliver agentic systems that transform the way organizations build, audit, and optimize compensation plans. This philosophy moves beyond simple task completion and instead shifts the focus to helping drive results and achieve your business' objectives.

Rather than serving as a reactive tool, agentic AI combines goals, context, and live data to suggest what to do next. For example, if AI spots an emerging market opportunity, it can reallocate territories before performance dips, personalize incentives instantly, or shift resources toward high-probability deals.

To ensure our agentic features are ready to deploy, Xactly first tests them against real-world business constraints in our [AI Lab](#). Implementing AI before an organization is ready causes cracks to widen. Our testing helps ensure the capabilities that make it into the Xactly platform are [governed and ready](#) for global enterprise use.

Built on Xactly's proprietary benchmarking data and advanced machine learning models, our agentic solutions transform operational data into actionable insight.



The unfair advantage isn't just AI. It's an agentic operating model that unites forecasting, compensation, and performance strategy, helping RevOps leaders move beyond efficiency to lead the next GTM era.

Chris Li
CPO, Xactly



Data Accuracy and Transparency

When reps question whether their numbers are accurate, they stop trusting the plan. Disconnected systems, manual processes, and stale data don't just create administrative headaches. They create an environment where reps spend time auditing their own commissions instead of selling and sales leaders can't get a clear read on what's happening in their pipeline until it's too late to act.

[Xactly Incent](#) gives reps on-demand visibility into their earnings through real-time dashboards, with commission calculations running at 99.8% accuracy.. When reps can see exactly what they've earned and how, disputes drop and trust goes up.

For sales leaders, [Xactly Forecast](#) surfaces deal health, pipeline coverage, and at-risk opportunities in a single view, allowing coaching conversations to be grounded in data.

Giving sellers accurate, real-time visibility into their earnings is one of the most direct investments an organization can make in keeping its best people. It also equips them with the same level of insight as leadership, turning sellers into more informed, strategic operators who can identify opportunities, prioritize deals, and maximize their impact in real time.

Achievable Quotas and Retention

When territories are designed on gut feel rather than data, quota allocation becomes a guessing game. Some reps are over-assigned and burning out. Others are under-assigned and coasting. Neither outcome serves the business or the people in it.

By using [Xactly Plan](#), Sales and RevOps leaders can visually map territories, structure them across regions, and drill into each territory's value to understand what a realistic, stretching target looks like before handing it off to a rep.

Rather than starting with a top-down financial mandate and working backward, leaders can establish a revenue goal, validate it against real sales capacity data, and allocate quotas with confidence. Organizations using Xactly Plan have seen:

- 15% higher revenue from balanced territory design
- 25% reduction in time spent building sales plans

As personnel changes, territory shifts, and mid-year adjustments pile up, plans built on spreadsheets collapse. [Xactly Manage](#) automates those routine updates and keeps the sales structure [flexible and connected](#) to financial targets in real time.



We attempt to anticipate what sort of things we would put in place if things are hot or cold. That anticipation allows Finance to get a sense of what we might decide to do at that point in time based on what we actually see in the business and what's happening in the market. Memorializing that within the plan at the start of the year, and not in a spreadsheet or something that gets lost, is really important.

Sam Zayed
CRO, Xactly



Plan Explainability

While Xactly shows sellers why their territory is designed the way it is, how their quota connects to market opportunity, and how each component of their comp plan translates into take-home pay, technology is only part of the answer.

Tools can surface data. They can't explain the decisions behind it. That job belongs to Sales, RevOps, and Finance leaders who are willing to open up the planning process rather than mandate finished plans.

The organizations that get this right treat plan communication as a process. They share the planning calendar early and invite sellers to weigh in on the parts of the plan that affect them most directly.



This way, it doesn't feel like it hasn't gone through a process – like someone is throwing something over the wall for you to be forced to catch it if you see it. You really have to start way in advance and incorporate all of the various teams from a project plan milestone perspective. It helps illuminate who's doing what, why, and when.

Sam Zayed
CRO, Xactly



Pay Equity and Transparency

Xactly's compensation intelligence surfaces patterns that manual processes miss, including inconsistencies in pay bands, anomalies across roles and regions, and gaps that create legal exposure and talent risk.

With 20+ years of proprietary pay and performance data available, Xactly helps companies compare their compensation plans against industry standards, ensuring competitive and equitable compensation.

In addition, the platform provides sales reps with on-demand visibility into their commissions, allowing them to see what they've earned and why, which builds trust and reduces disputes.



Building for Sustainable Sales Performance

The organizations that will win the competition for top talent in enterprise sales are not those with the highest on-target earnings. They are those with the most trusted, transparent, and strategically aligned compensation programs. That means designing plans that reflect how markets actually work today.

The six areas covered in this guide are interconnected. Address them holistically to build the kind of compensation program that becomes a competitive advantage.

About Xactly

Xactly provides the only AI-powered platform that combines revenue intelligence and sales performance management so organizations can unlock their full revenue potential. Backed by two decades of pay and performance data, Xactly's Intelligent Revenue Platform is designed for finance, revenue, compensation, and sales leaders who want to drive quality, sustainable revenue. To learn more about Xactly and the latest issues and trends in revenue intelligence, visit us at XactlyCorp.com, follow our [blog](#), and connect with us on [LinkedIn](#).