

Washington Area Compensation and Benefits Association

is pleased to present

Strategies for developing effective and motivating Sales Plans

Thursday, May 21, 2009

Summary:

Join us on May 21st for a highly informative presentation by a seasoned and knowledgeable expert on sales compensation -- walk away with invaluable information that will help your organization make critical and strategic decisions!

If there is one thing companies can do to achieve business goals in tough times it's keeping employees engaged. The uncertain global economy and its effects on sales performance is a real concern. What are your company's objectives for the Sales Compensation Program this year? The Alexander Group's work with hundreds of Fortune 1000 companies reveals a number of common issues. In this session you will learn about the Seven Trends in Sales Compensation for 2009. Hear how other companies are addressing these concerns; what are some best practices you should consider and adopt, and what are some pitfalls to avoid? Here are 2009's top seven:

1. Managing Sales Compensation Costs
2. Reducing Plan Complexity
3. Planning Global Sales Compensation Solutions
4. Solving Quota Measurement Challenges
5. Balancing Sales Growth with Profits
6. Rewarding the Best Performers
7. Getting Administration Right

Please bring your questions and be prepared to engage with our presenter for a practical discussion and answers.

Presenter:

David Eddleman is a consultant with The Alexander Group specializing in sales strategy, operations, performance management and incentive compensation. He has over 15 years of experience consulting to Fortune 500 companies in multiple industry verticals including networking, media, wireless communications, software, hardware, and information technology.

Prior to joining The Alexander Group, David served as Chief Marketing Officer for Teleworx, a consulting and software firm that provides services to national wireline and wireless telecom carriers. He set market strategy for the firm and managed the sales organization. Prior to Teleworx, he was a Director and consulting practice leader of the Communications Group at Navigant Consulting where he provided thought leadership in the areas of network strategy and competitor analyses for global carriers. Before Navigant, David was a senior manager at Cap Gemini Consulting where he led numerous projects for Fortune 500 clients both in the US and in Latin America. His project work spanned multiple types of engagements including market analyses, competitive strategy, go-to-market strategies, and operational improvements.

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Agenda

Thursday, May 21, 2009

8:30 – 9:00 am Registration & Breakfast/Networking

9:00 – 11:00 am Program

Cost

- Included in annual dues for members, and non-members who join prior to the program or at the door. Annual WACABA membership is \$100.
- \$45 for non-joining non-members

Location

Discovery Communications
One Discovery Place
Silver Spring, MD 20910
240-662-2000

Register!

Please register by **Monday, May 18**
You may register online at www.wacaba.org

Name: _____

Job Title: _____

Organization: _____

Address: _____

City/ST/Zip: _____

Email: _____

_____ ***Please send membership information***



Directions to Discovery Communications

One Discovery Place

Silver Spring, MD 20910

Driving from Downtown Washington

Proceed North on 16th street towards Maryland.

Merge right onto Alaska Avenue immediately after Walter Reed Army Medical Center.

Turn left onto Georgia Avenue (MD-97 N).

Proceed North on Georgia Avenue for approximately 1 mile. Our Corporate Headquarters is on the left, at the corner of Georgia Avenue and Wayne Avenue.

Turn left onto Wayne Avenue, and our main entrance is immediately to the right, at One Discovery Place.

Directly across from our main entrance on Wayne Avenue is **Dixon Avenue**; visitor parking is available on the street, or in the public parking garage on Dixon.

All parking is metered in this garage.

Alternative garage: From Georgia Avenue, drive south past the Discovery building and turn left on Wayne Avenue and follow the signs to the parking garage. This is not metered... you can pay for your time as you leave.

Driving from Points North

Head south on I-95 and merge onto the Capitol Beltway (I-495) heading West towards Silver Spring.

Take the Georgia Avenue (MD-97 S) exit (Exit 31B) toward Wheaton/Silver Spring. Keep left at the fork in the ramp as you approach the traffic light.

Turn left (South) onto Georgia Avenue.

Proceed on Georgia Avenue for approximately 1.5 miles. Our Headquarters is on the right just beyond Colesville Rd (MD-29).

From Georgia Avenue, drive south past the Discovery building and turn left on Wayne Avenue and follow the signs to the parking garage. This is not metered... you can pay for your time as you leave.

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All parking is metered in this garage

Driving from Points South

Head north on I-95 and merge onto I-395 North via exit number 170A, on the left, toward Washington.

Merge onto the Capitol Beltway (I-495) toward Tysons Corner.

Take the Georgia Avenue (MD-97 S) exit (Exit 31B) toward Silver Spring.

Merge right onto Georgia Avenue.

Proceed on Georgia Avenue for roughly 1.5 miles. Our Headquarters are on the right just past Colesville Rd (MD-29).

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Metro

Metro stop: Red line to Silver Spring.

As you depart the metro, the Building is towards the right, it is a modern building with our logo on it.

Please bring government-issued identification (e.g., driver's license), to enter the building.

