

Compensation Plan for Business Development Representative (BDR)

1. Base Salary and Commission Structure

- **Base Salary:** 40% of On Target Earnings (OTE).
- **Commission:** 60% of OTE, based on quota attainment from booked appointments.

2. Activity Expectations

- **Total Activities:** 250 activities per week, including emails, phone calls, door pulls, and LinkedIn messages.
- **Booked Appointments:** Requirement of 10 booked appointments per week from these activities.
- **Disqualification Clause:** Booked appointments can be disqualified by the Account Executive if they do not meet standard Sales Qualified Lead (SQL) expectations.

3. Daily Follow-Ups

- **Requirement:** 20 follow-ups per day, which can be done via email or LinkedIn.

4. Commission Based on Booked Appointments

- **Standard Quota Achievement:** Commission awarded based on meeting the weekly booked appointment quota.
- **Calculation Method:** Commission is awarded for each qualifying appointment that meets the standard Sales Qualified Lead (SQL) criteria.

Example Commission Table for a BDR with a \$75,000 Year OTE

Activity	Target	Commission per Activity	Weekly Potential	Annual Potential
Base Salary	-	-	-	\$30,000
Booked Appointments (Fixed)	10/wk	\$86 per appointment	\$860	Part of \$45,000 OTE
Total	-	-	-	\$75,000 OTE

Note: The specific commission per appointment will be calculated based on the BDR achieving their annual OTE of \$75,000, with 60% (\$45,000) coming from commission.

5. Bonus Opportunity

- **Bonus for Exceeding Quota:** Additional bonuses for booked appointments beyond the standard quota.
- **Bonus for Closed Deals:** Additional bonuses for deals closed by the BDR.

6. Three-Strike Policy for Underperformance

- **Implementation:** If performance falls below 80% of the quota.
- **Strikes:**
 - **Strike 1:** Warning and performance review.
 - **Strike 2:** Mandatory training or development plan.
 - **Strike 3:** Possible reevaluation of the role or other HR actions.

7. Professional Development and Shadowing

- **Shadowing Requirement:** Expected to shadow the Account Executive 3-5 times per month.
- **Incentive:** Potential to become an Account Executive when positions become available.

8. Legal and HR Compliance

- **Equal Employment Opportunity:** Compliance with EEO principles.
- **At-Will Employment:** The role is at-will, and terms of compensation can change.
- **Performance Evaluation:** Regular and fair evaluation of performance against the set KPIs.
- **Confidentiality:** Requirement to maintain confidentiality of compensation details and business strategies.
- **Dispute Resolution:** Adherence to the company's dispute resolution process for any grievances.