

Stop fighting your quotas and commission plan all year.

In two 3-hour sessions, you'll have quotas your reps trust and a commission plan priced at miss, hit and beat, written up and ready to announce at your 2027 sales kickoff.

Guarantee: a plan ready for approval, or your session fee back.

FORMAT	PRICE	TIME	WHEN
One-on-one, Zoom	\$4,950 if your free call is by Dec 1, then \$7,500	Two sessions, about 3 hours each	Dates that suit you

WHAT EACH SESSION FIXES

SESSION 1

Poor quotas

YOU MAY SEE

- The rep with the big territory wins every year, and the rest stop believing they can
- Last year plus a percentage, so your best rep gets the biggest jump and reps hold deals back
- Quotas that don't add up to the company number

We fix it: quotas that fit each territory, add up to your number, and have a reason for every move.

Fix one without the other and it doesn't hold. A good quota on a bad pay plan still pays for the wrong things; a good pay plan on bad quotas still rewards the territory.

Only 48% of B2B reps hit their annual quota (The Bridge Group, 2026).

SESSION 2

A poor commission plan

YOU MAY SEE

- Two reps hit 100%, and one earns far more
- Full commission on renewals reps barely touch
- No plan for the reps who earn less, so good reps leave

We fix it: the same paycheck at 100% for the same job, real upside for reps who beat their number, every option priced at miss, hit and beat before you pick, and a plan for every rep who earns less.

WHY WORK WITH US

Faster than on your own

Two sessions, not weeks in a spreadsheet.

A more solid plan

Every option tested on your numbers, with us asking the hard questions.

The step before your software

Commission software pays the plan. We help you choose the plan; your software runs it.

WHAT YOU GET

- The written plan for finance, HR and your managers, within five business days
- A Leadership Summary, and kickoff talking points for reps whose pay changes
- A page for every rep: their quota, their rate and what they earn at 100%, ready for HR review
- A pacing tracker: each rep's quota by month, ahead or behind, and the pipeline they need
- A rep diagnostic: who is strong, and who just has the best territory
- A 45-minute review call before you announce

HOW IT WORKS

- 1 A free call.** You tell us about your quotas, pay plan and team. If it's a fit, we send an offer with proposed dates, good for 5 business days. Bring whoever approves the plan; they attend both sessions.
- 2 The invoice.** \$4,950 if your free call is by December 1 and you accept within 5 business days (\$7,500 after that). Your dates are held when it's paid.
- 3 A 30-minute prep call, then prep.** About an hour if your data is in good shape: the reports on the prep checklist, your rep list (ID numbers, not names) and what each rep earns at 100% today. Or we do it for you (\$1,000; send your data at least 5 days before your first session).
- 4 Two sessions,** about 3 hours each, a few days apart if you need time to gather anything. You'll need desktop Excel 2019 or Microsoft 365.
- 5 The written plan** within five business days, then a 45-minute review call before you announce.

Already into your plan year? You and your lawyer pick when the new plan starts; your current plan pays until then.

WHO LEADS IT

Jeff Randall

Author of *Silent Revenue Killers*. Two-time President's Club winner. 35 years in sales, sales operations and analytics.

Dane Logan

Operations and customer success leader. Helped grow a company from \$1.5 million to more than \$10 million in 18 months by building its sales and customer success teams.

THE GUARANTEE

Send prep on time and have the person who approves the plan at both sessions. No plan ready for approval (the written plan, a Leadership Summary and a page for every rep)? Tell us in writing within 14 days after we send it, and we refund the session fee. It covers the plan, not sales results. Prep we do for you isn't refunded.

YOUR INFORMATION

Only Jeff and Dane work with your numbers. We never share them, nothing is recorded, and we'll sign an NDA. Files are deleted within 30 days after you announce (no later than 120 days after session 2). Business guidance, not legal, tax or HR advice.

Why say yes before kickoff

PRICE

\$4,950 by Dec 1,
then \$7,500

YOU GET

A written plan, a Leadership
Summary and a page for
every rep

YOUR TIME

About 8 hours over
a few weeks

GUARANTEE

A plan ready for
approval, or the
session fee back

EXAMPLE: WHAT ONE LOST REP COSTS IN SALES

A typical rep: **\$1 million quota**, about **\$150,000 a year** in pay. They leave.

SALES YOU LOSE

Seat sits empty for 3 months	\$250,000
New rep at half speed, 6 months	\$250,000
Lost sales	\$500,000

MONEY YOU SPEND (ON TOP)

Recruiting and interviewing	your cost
Training and your manager's time	your cost
Money spent	your total

Half a year of quota. An example: run your own at jeffrandall.co/#stakes.

Compare that to the sessions: \$4,950 (\$7,500 after December 1), plus \$1,000 only if we do your prep.

QUESTIONS APPROVERS ASK

Can't we do this ourselves? You can, but it can take weeks in a spreadsheet, and the hard parts get skipped: who earns less, what each option costs, how to tell the reps. We do it in two sessions, on your data.

We already have commission software. It pays the plan; it doesn't choose it. We help you choose it; your software runs it.

What if it doesn't work? Your team sends prep on time and you attend both sessions. If you don't end up with a plan ready for approval, you get the session fee back. It covers the plan, not sales results.

WHY NOW

Finish Session 2 at least two weeks before kickoff, plus the time HR, finance or your lawyer need to review the plan.

What we need from you: a yes, and two dates on your calendar.

Have our offer? Reply to it. If not, book a free call at jeffrandall.co/#call and come with your sales leader. Then watch for a meeting request from Jeff.

Who leads it: Jeff Randall (35 years in sales, sales ops and analytics; author of *Silent Revenue Killers*) and Dane Logan (helped grow a company from \$1.5 million to more than \$10 million in 18 months).