



# FAQ SALES OFFER



## TARGET INDUSTRIES

Generally, we are focusing on companies with 60%+ frontline workers in:

North America & DACH as our **core geographies**

Mid-Market (500 to 5.000 employees) and Enterprise (5.000 to 20.000 employees) in terms of **segments**

Healthcare/retail/Manufacturing/Hospitality are our **core target industries**

**Core buyers** are Operations, Business leaders, HR, Comms, and IT

### What company size should I target?

This is role dependent and depends on what role you are interviewing for. Please see the company segments above to understand our SMB and Enterprise market.



## SALES ONBOARDING

We have a “sales onboarding” program centered around three pillars:

**Become** an expert in frontline workers technology

**Build** mastery on our sales methodology

**Earn** your beekeeper stripes

We associate every newbee with a buddy, and do a lot of shadowing and role play, as well as a certification 4-6 weeks after start



## COMPENSATION SPLIT

Variable % vs. Base % is depending on your role.

### Account Executive (AE)

50% base / 50% Variable

### Business Development Manager (BDR)

60% base / 40% Variable

### Account Manager (AM)

70% base / 30% Variable

Components of the sales compensation also vary on the role.

**AEs** are compensated on “New ARR”

**AMs** are compensated

70% on Expansion/Upsell ARR and 30% on Renewals

**BDRs** are compensation 80% on “Approved Opportunities” (i.e. leads that they pass to AEs), and 20% “Team target New ARR (e.g. Switzerland)

Your commission is not capped. So knock yourself out. The more you win, the more \$\$\$ you make.

### Accelerators

We have three accelerators that kick-in at 100% Quota Attain, at 125% and at >150% Quota Attain.

We also incentivised 2-years and 3-years contract duration deals, and have a fixed bonus for Services



## DEVELOPMENT OPPORTUNITIES

**Moving up** - Junior to Senior

**Stepping up** - SMB to Large Enterprise as an example, or geography, or vertical focus

**Moving laterally** - BDR to Account Executive to Account Mgr, to Partner Manager, or Customer Success

In Sales, **enablement & Training** is an on-going exercise. We do product enablement sessions regularly, flight school (sharing best practices or failures), Ring Ring exercises, Role plays, Sales training with 3rd party trainers, etc.

As a company, we do offer **learning and development opportunities** that enable staff in their role as well as advance them in their careers. A budget is allocated per employee, if you wish to take part in a training or course, please reach out to your manager.