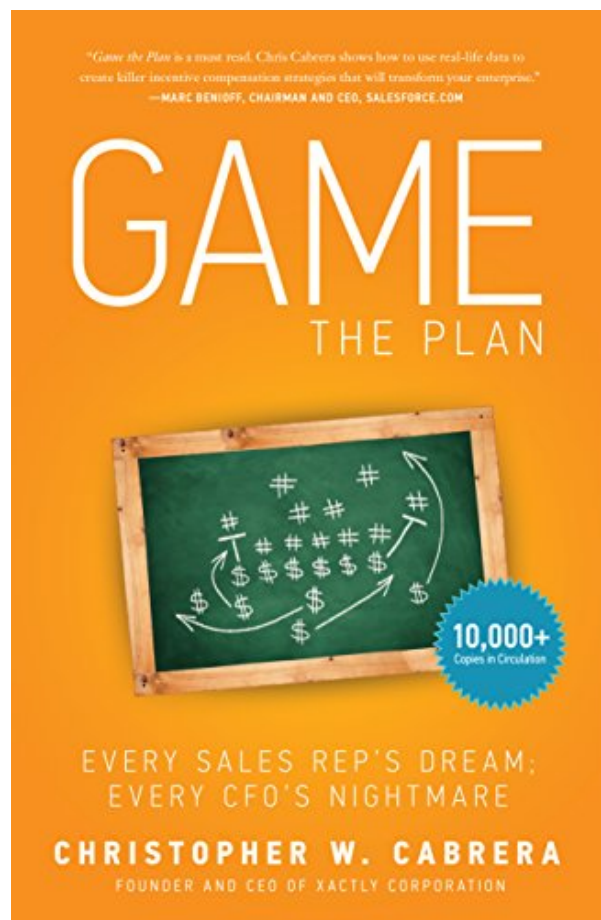


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CHRISTOPHER W. CABRERA

FOUNDER AND CEO OF XACTLY CORPORATION

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About the Author

CHRISTOPHER W. CABRERA is a thought leader and expert in sales performance management, incentive compensation, and employee motivation. Since founding Xactly Corporation in 2005, he and the firm have received many accolades. Chris was chosen as the 2011 Alumni Entrepreneur of the Year by the Lloyd Greif Center for Entrepreneurial Studies at the University of Southern California's Marshall School of Business. Xactly was named to the Wall Street Journal's "Next Big Thing" list in 2012 and 2013, and it won Great Place to Work's "Best Small & Medium Workplaces" award in 2012.

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Create an incentive compensation plan knowing it will be gamed

Tired of the reality that within five minutes of announcing an incentive plan someone on your sales team starts to find ways to game the plan? **THERE IS NOTHING WRONG WITH THAT!** By gaming, sales reps are trying to achieve the goals you set out. Too many companies walk away from incentives thinking they create a scenario in which every win by a team member means a loss for the company. The only thing a “loss” means, though, is that you, the corporate leader, wrote a bad plan. Instead of fighting the gamers on your staff, build your incentive plan knowing that your sales reps will take every possible means to earn their badges, bonuses, checks, extra PTO days, or whatever other bait you dangle in front of them.

Game the Plan’s revolutionary, three-pronged approach takes the guesswork out of creating the right plan by reviewing a combination of academic, experiential, and empirical data. And the self-assessment exercises will help you diagnose and fine-tune your company’s incentive strategy effectiveness.

With several terabytes of proprietary information gleaned from industry leaders’ best practices behind him, Xactly Corporation Founder, President & CEO Christopher Cabrera offers you—for the first time ever—a way to intelligently harness the unique motivational composition of your workforce and systematically spike company-wide collaboration and profitability across every job function and department. This is not a guessing game, or something that comes from a gut feeling. This is your key to drive your employees to the right behavior by crafting a dialed-in incentive plan that motivates them to be more productive and loyal.

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4 of 4 people found the following review helpful.

Must read!!

By Alex Kulik

Perfect book for anyone interested in understanding how to properly incentivise and motivate the sales team. With very little published about this topic, this is a must read!!

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Fantastic Book

By Todd J Courtney

The book is a great read and being in sales most all my life, this book is a must read for any and all companies who have a sales force. Finally, someone who has both the sales mentality and the executive experience and gets it! Read this book and grow your company.

1 of 1 people found the following review helpful.

Great Stories That Share What to Do + How + Why

By Caitlin Roberson

All too often, business books tell readers WHAT to do, without providing a reason WHY or sharing HOW to get there. This book does all three. For me, the most inspirational parts of the book are its stories and real-life examples. They get you motivated, and offer a lot of practical tips for motivating others on your team.

Game the Plan is a book that:

- Shows you how to create win-win incentive compensation plans.
- Taps into the power of incentives and the science of motivation, and shows you how to harness the unique motivational composition of your workforce, across every job function and department.
- Describes how to use terabytes of empirical data and industry-specific best practices to lay the foundation of your incentive compensation plan, improving forecasting and outcome.

In full disclosure, my company contributed to the production of this book.

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