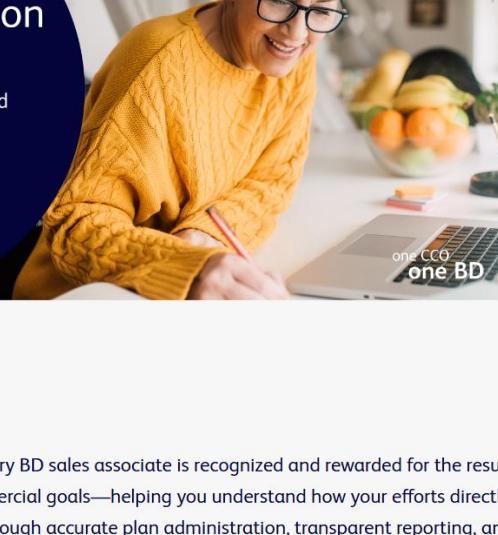## Incentive Compensation
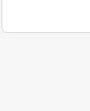
### Incentive Compensation

Motivating performance with precision—designing fair, goal-aligned plans that reward results and drive success.

**Get in Touch!**

one BD

**What's New in Incentive Compensation?**

Transforming Incentive Compensation with CaptivateIQ
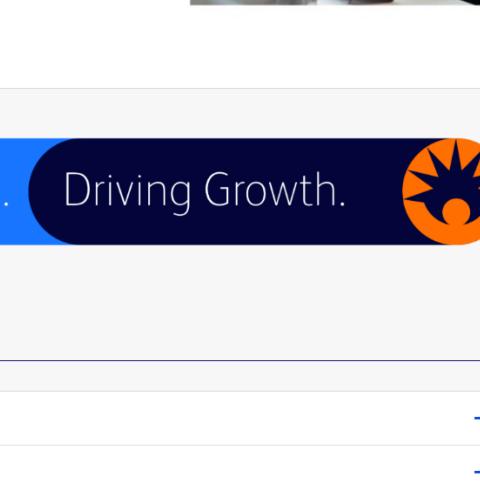6 months ago | 45 Views

**View All**

## About

The Incentive Compensation team ensures that every BD sales associate is recognized and rewarded for the results they deliver. We design, communicate, and manage compensation programs that align with BD's commercial goals—helping you understand how your efforts directly connect to your earnings. Our goal is to make compensation clear, consistent, and motivating. Through accurate plan administration, transparent reporting, and modern tools like CaptivateIQ, we help you track your progress, forecast potential earnings, and stay focused on what you do best—serving customers and growing the business.

### What is CaptivateIQ?

CaptivateIQ is a cloud-based incentive compensation software that allows users to easily view, track, and understand their bonus plans. Built with the needs of commercial teams in mind, it delivers a modern, user-friendly interface that simplifies access to compensation data and helps BD sellers stay informed and engaged. As we continue to evolve, ensuring a consistent and streamlined compensation experience for all commercial associates is a top priority. CaptivateIQ supports that vision by offering:

- A **centralized platform** where all reps can view their individual bonus plans.
- **Automated email notifications** when monthly bonus statements are ready.
- An **intuitive dashboard** for reviewing performance metrics, payout summaries, and plan details.

Login→

**Executive Summary**

| Average Rep Attainment | Cost of Opportunity | Avg Effective Compensation Rate |
| --- | --- | --- |
| 86% | $8,500 | 15.5% |

**Recognizing Performance.   Rewarding Results.   Driving Growth.**

## Annual Compensation Process

Calendar & Timing Expectations                                        +

Review & Approvals                                                    +

## Compensation Plan Standards

Sales Performance Incentive Fund Formula (SPIFFs)                      +

Exception Request & Notification Process
## Risk Management

**When an exemption from the outlined Incentive Compensation standards is required, the request must be substantiated and approved.**

**Requesting an Exception to U.S. Region Incentive Compensation Standards**

To ensure consistency and alignment, this form is required for any exception request to the U.S. Region Incentive Compensation Standards. All requests must include supporting documentation and will be reviewed for strategic and policy alignment. Submitted materials will be shared with the U.S. Region President, BU VP/GM, and BU HR, Finance, and Legal leaders. A response will be provided within **2 business days**.

Submit Request →

**Step 1** - Incentive Compensation team is responsible for identifying exemption and sends Microsoft Form link to requestor.

**Step 2** - Requesting party fills out justification form. Based on exemption scenario, approval will be required.

**Step 3** - Incentive Compensation team sends form response to U.S. Region, VPGM, HR, Finance, and Legal.

**Step 4** - If no feedback received within 2 business days alignment is assumed. Otherwise, IC will schedule a meeting with all parties for alignment. BU is responsible for communicating exception to their field sales team(s).

**Questions?** For any Incentive compensation calculation inquiries, open a case in Salesforce.

**Open a Case**

BD
## We are the makers of possible.

Your voice matters!
We want to hear from you!

**Submit a Story**      BD

**Sales Enablement News & Updates**

Salesforce Essentials Now Live!
Log into the Enablement Academy on Showpad!
18 days ago | 24 Views

Introducing...Enablement Academy! | Beyond the Deal (Sep)
24 days ago | 33 Views

BDWoS Training Now Live! | Beyond the Deal (Aug)
2 months ago | 51 Views | 1 Reaction

**View All**

**Additional Resources**

Payroll Calendar

Incentive Eligibility Requirements

Sales Award Criteria

SPIFF Template

Employee Referral Program

## Meet Our Team

Incentive Compensation

Operations