Commission Plan

Sales Development Representative (SDR)

Base Scenario (current ACV € 10,000)

1. Compensation Overview

This document describes the commission plan for the Sales Development Representative (SDR) position. Total compensation consists of a fixed base salary and a performance-based variable component.

Component	Amount (gross/year, rounded)
Target compensation (OTE)	**€83,600**
Base salary (fixed)	€50,000
Variable compensation (total)	€33,600
of which: Meeting bonus	€23,200
of which: Closing bonus (1.5% of ACV)	€10,400

The fixed-to-variable ratio is approximately 60% / 40%. Amounts are rounded to whole figures for communication purposes; meeting bonus + closing bonus = variable compensation, base salary + variable compensation = OTE — the table adds up exactly. The underlying model (conversion rates, quota) therefore deviates minimally from the rounded target values; for exact, formula-based figures see the analysis document and Excel model.

2. Targets and Quotas

2.1 Meeting Target

The monthly meeting target is 29 qualified meetings. This corresponds to approximately 1.45 meetings per working day (based on 20 working days/month).

A meeting is considered qualified if it:

- takes place with a qualified contact (decision-maker or influencer),
- is actually held (no-shows do not count), and
- meets the pre-defined qualification criteria (e.g., BANT or an internal framework).

2.2 Closing Participation

The SDR receives 1.5% of the ACV (Annual Contract Value) for each closed deal that results from a meeting generated by the SDR. At an average ACV of €10,000, this equals €150 per deal. At approximately 70 deals per year (approx. 5.8 per month), this results in an annual closing bonus of approximately €10,400.

3. Payout Mechanics

3.1 Meeting Bonus — Location-Based Flat Bonus

The SDR receives a flat bonus per qualified and completed demo. The amount depends on the number of locations the prospect has. There is no minimum threshold — every qualified demo is compensated.

Prospect locations	≈ Employees (FTE)	Bonus per qualified demo	Example prospect
10 – 40 locations	200 – 800 FTE	€55	Small franchise (25 locations)
41 – 70 locations	801 – 1,400 FTE	€100	Medium network (55 locations)

71 – 100+ locations	1,401 – 2,000+ FTE	€150	Large enterprise (85+ locations)

Note: There is no cap — overperformance is fully compensated.

The OTE calculation is based on a simplified model assumption. The actual payout is determined exclusively by the demos actually achieved per tier.

3.2 Closing Bonus — 1.5% of ACV

Commission rate	Basis	Target (annual)
1.5% of ACV	Closed-Won deals in CRM	€10,400

For each deal that is successfully closed on the basis of a meeting generated by the SDR (status: Closed Won in the CRM), the SDR receives 1.5% of the ACV (Annual Contract Value, net annual contract value excl. VAT).

Example calculations:

- ACV €5,000: 1.5% = €75 bonus
- ACV €10,000: 1.5% = €150 bonus
- ACV €20,000: 1.5% = €300 bonus
- ACV €50,000: 1.5% = €750 bonus

Note: The closing bonus is not capped — the larger the deal, the higher the commission.

4. Overall Example at Full Target Achievement

The table below shows an example quarter at full target achievement (assumption: average ACV €10,000, approx. 17 deals/quarter):

Component	Quarter	Year (annualized)
Base salary	€12,500	€50,000
Meeting bonus (87 meetings)	€5,800	€23,200
Closing bonus (1.5% on approx. 17 deals)	€2,600	€10,400
Total	**€20,900**	**€83,600**

5. Special Provisions

5.1 Attribution

A deal is attributed to the SDR if the first meeting was generated by the SDR and documented in the CRM. If multiple SDRs are involved, the bonus is attributed to the SDR who booked the first meeting.

5.2 Cancellations / Churn

If a closed deal is cancelled or fully reversed within 30 days of contract signing, the closing bonus will be reclaimed (clawback). After the 30-day period has elapsed, the bonus remains in place.

5.3 Payout Timing

Variable compensation is paid out quarterly, together with the payroll for the first month of the following quarter (April, July, October, January).

- Q1: January – March → paid out with April salary
- Q2: April – June → paid out with July salary
- Q3: July – September → paid out with October salary
- Q4: October – December → paid out with January salary

The calculation is based on the CRM report as of the respective quarter-end. Meeting bonuses are calculated based on the qualified meetings held during the quarter. Closing bonuses are calculated for all deals with Closed-Won status within the quarter.

6. General Provisions

- This commission plan is part of the employment contract and is attached as an appendix.
- The employer reserves the right to adjust the commission plan with 30 days' notice. Changes will be communicated in writing.
- All amounts are gross figures.
- In the event of discrepancies in commission calculations, the CRM report shall be the authoritative data source.

Signatures

Place, date	Place, date
Employer - Honeycraft GmbH	**Employee**