



# Columbus Compensation Association

## Afternoon Meeting and Happy Hour

April 18, 2019

### David Cichelli, The Alexander Group

PRESENTS A DOUBLE SESSION OPPORTUNITY

1:15pm – 2:30pm "Sales Compensation Analytics and Hot Topics"

3:30pm – 5:00pm "10 Sales Compensation Mandates for HR/Comp Professionals"

**Where:** The Fawcett Center, OSU Campus  
2400 Olentangy River Road  
Columbus, OH 43210

**Cost:** Event is FREE to members (both)  
Non-member cost is \$40 (general)  
Non-member cost is \$20 (first session)

**Register on our website** [www.columbuscomp.org](http://www.columbuscomp.org)

#### Agenda:

1:00 PM Registration for the first session  
1:15 PM Speaker Presentation  
  
3:00 PM Registration for the general session  
3:30 PM Speaker Presentation  
5:00 PM Happy Hour and Networking

#### PRESENTATION OVERVIEW FOR GENERAL SESSION

##### 10 Sales Compensation Mandates for HR/Comp Professionals

If you're an HR/comp professional, your organization's executive, finance and sales leadership expects you to contribute to the sales compensation program's health. In this session, learn 10 mandates that can help you ensure the program is aligned, competitive and motivational. Make these mandates your checklist for sales compensation effectiveness so you can stop asking, "Who owns sales compensation?" and start contributing to improved performance of sales resources. You'll leave the session with tools, action items and the encouragement you need to participate fully in sales compensation program management.

#### DAVID CICHELLI, THE ALEXANDER GROUP



David Cichelli, a Senior Vice President with The Alexander Group, Inc., a revenue growth consulting firm, contributes his knowledge and experience to a wide array of sales organizations. He has worked with hundreds of sales organizations to structure, manage and deploy winning sales functions. The Alexander Group's Revenue Growth Model™ helps ensure and sustain alignment between customers and sellers. He is author of *The Sales Growth Imperative*, and *Compensating the Sales Force (third edition)* published by McGraw Hill. He has never met a sales department that could not achieve its own greatness.

#### Academic Credentials

M.S., Michigan State University, B.S., Pennsylvania State University

Faculty Experience: Merage Foundation, University California, Irvine; WorldatWork; Columbia University