



Key Participants

Accenture
Adobe Systems
AMD
Agilent Technologies
Alcatel-Lucent
Altera
Amazon.com
Analog Devices
Applied Materials
CA
Cadence Design Systems
Cisco Systems
Dell
eBay
EMC
Facebook
Fairchild Semi
Hewlett-Packard
IBM
Intel
Lam Research
Lenovo
LSI
McAfee
Microsoft
Motorola
National Instruments
National Semi
NetApp
NVIDIA
Oracle
QUALCOMM
SAP America
Seagate Technology
Sprint Nextel
Symantec
Synopsys
Texas Instruments
Vignette
Xilinx
Yahoo!

RADFORD SALES SURVEY

Introduction

The Radford Sales Survey provides comprehensive data to help your company design and implement effective sales compensation programs in the US. The survey includes **472 participants** from **120,000+ incumbents** encompassing **more than 300 positions**, covering a broad range of technology industries and sales channels. Survey results are subdivided by compensation data, sales incentive plan characteristics and overall practices.

Participation in the Sales Survey includes:

- > Online access to compensation and Sales Incentive Plan Characteristics (SIPC) data
- > Overall Practices Report
- > Sales Data Generator™
- > Custom Report (Company Select or Industry)
- > Unlimited Radford Network® users
- > Hot topic webcasts
- > Annual Job Matching Sessions
- > In person, online and desktop survey training program
- > Designated Survey Consultant

Key Features

Three Sales Surveys in One

Compensation data, overall practices, and sales incentive plan characteristics in a comprehensive survey offering; compensation data reported by individual quota and/or sales

Comprehensive Compensation Data

Covers base salary, incentives, stock (including options and restricted stock) and total cash/total direct compensation; access and analyze Survey Totals and Custom Report results via the Sales Data Generator

Extensive Sales Practices Report

Includes data on turnover, salary structures, merit increases, stock plans, car policies and more

Flexible Custom Reports - *first report is free*

Create, order and receive Custom Reports online using industry, region and/or revenue filters; includes a dynamic Data Display Tool for instant insight (*see back page for Data Sample*)

What Clients Say About Radford

*“Oracle’s fast-paced environment requires Radford as a **business partner**: to be available to our staff, provide useful data, or engage in a lively **problem-solving** discussion at a moment’s noticed. Our working relationship with our Radford Survey Consultant consistently **exceeds our expectations.**”*

Sue Charley
VP, Compensation
Oracle

*“Radford has been my **primary survey source** for close to 25 years. After heading compensation for three Fortune 500 companies, I can honestly say I could probably live on **Radford survey data** alone. That coupled with your continued **great customer service** makes it a pleasure to do business with you.”*

Robert Furge
Lead Comp. Consultant
Qwest Communications

Contact Information

For more information on the Radford Sales Survey, please contact us at:

+1 (408) 321.2500
Toll-free in No. America:
+1 (866) 431.4796
sales@radford.com
www.radford.com

Locations

Austin, Atlanta, Boston, Chicago, Denver, Hong Kong, London, New York, Philadelphia, San Diego, San Francisco, San Jose, Washington, DC.

Data Sample

The data samples below are for illustrative purposes only. Data reporting for the Sales Survey includes the 10th, 25th, 50th, 60th, 75th and 90th percentiles for which data is sufficient, in addition to the average.

Senior Worldwide Sales Executive, Current Fiscal Year Results

Average Annual Quota of Sample: \$1,475.0 M

Total Company Count: 124

Total Employee Count: 124

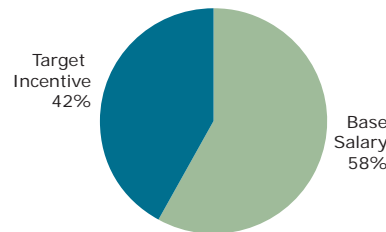
Note: Dollar amounts reported in thousands, all data employee-weighted except for “Total Cash Comp - Company Wtd” field

This is the most senior sales executive in an organization, typically reporting directly to the CEO/President. The position is responsible for directing the sale of all the organization’s products or services on a worldwide basis. The position may oversee the field service function but has no or minimal marketing responsibilities. The position has responsibility for developing the organization’s long range sales strategy and forecasts sales volume for the entire organization. Incumbents with responsibility for the domestic market only should be matched to the Domestic/Americas Sales Executive position.

Individual Job Detail

	Avg.	75th	50th	25th	# Emps	# Cos.
Base Salary	\$276.5	\$325.0	\$255.8	\$227.8	124	124
Target Total Incentives (\$ Amount, Rptg Emps)	\$213.8	\$268.8	\$180.0	\$143.0	103	103
Target Total Incentives (% of Base, Rptg Emps)	77%	100%	73%	51%	103	103
Target Sales Quota (\$MM)	\$1,475.0	\$1,079.8	\$317.7	\$90.2	124	124
Target Total Cash Comp - Employee Wtd. (Rptg Emps)	\$491.2	\$580.0	\$456.6	\$370.9	103	103
Target Total Cash Comp - Company Wtd. (Rptg Emps)	\$491.2	\$580.0	\$456.6	\$370.9	103	103
Ongoing Option Shares (Rptg Emps)						
Actual (Calculated NPV at 12%)	\$385.9	\$506.2	\$245.1	\$117.8	57	57
Actual (Face Value)	\$772.1	\$1,012.7	\$490.4	\$235.7	57	57
Actual (Number of Shares)	55,649	72,122	35,000	20,000	57	57
Ongoing RS Shares (Rptg Emps)						
Actual (Face Value)	\$551.1	\$821.1	\$293.5	\$101.4	26	26
Actual (Number of Shares)	36,072	31,719	19,750	7,150	26	26
Actual Ongoing Calc'd Options+Face Value RS (Rptg Emps)	\$576.6	\$611.5	\$297.3	\$135.2	63	63
Total Direct Comp (Rptg Emps)						
Target TC + Actual Ongoing Calc'd Option	\$928.4	\$1,162.9	\$780.2	\$488.0	49	49
Target TC + Actual Ongoing Calc'd Option + RS	\$1,118.4	\$1325.6	\$868.7	\$499.2	58	58
Total Direct Comp (All Emps)						
Target TC + Actual Ongoing Calc'd Option	\$720.0	\$933.4	\$549.1	\$429.3	92	92
Target TC + Actual Ongoing Calc'd Option + RS	\$793.1	\$980.9	\$508.8	\$382.5	107	107

Average Base/Incentive Pay Mix



Long-Term Incentive Eligibility and Receipt Rates

