

# HEALTH INSURANCE INDUSTRY SALES FORCE COMPENSATION SURVEY

With the continuing implementation of the Patient Protection and Affordable Care Act, insurance companies are revising their Business Development approach to adapt to the changing marketplace. Ensuring competitive pay for the sales team and a sales incentive that motivates achievement of strategic goals is critical to success. An integral part of the process is obtaining relevant, quality data. This Survey provides that data.

## Survey Quick Facts:

- Health Insurance Industry specific
- Positions Covered include:
  - New Sales Executives
  - Account Managers (renewals)
  - Major/National/Large Group/Small Group/Individual/ FEP/Self Insured
  - Sales Management
  - Inside Sales / Telesales
  - Sales Support
- Pay levels and sales incentive plan design
- Pay for performance analysis
- Easy to complete Excel workbook for data collection
- Results presented in Excel to facilitate internal analysis

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## Past Participants

Aetna, Inc.  
Arkansas BC & BS  
BC & BS of Alabama  
BC & BS of Arizona  
BS of California  
BC & BS of Florida  
BC of Idaho  
BC & BS of Kansas City  
BC & BS of Minnesota  
BC & BS of Nebraska  
BC & BS of Rhode Island  
BC BS of Tennessee  
BC BS of Western NY  
Capital Blue Cross  
CareFirst BC BS  
Catholic Health  
/Prominence  
Centene Corporation  
CIGNA  
Geisinger Health Plans  
Hawaii Medical Service  
Health Care Svc Corp  
Health Net, Inc.  
Highmark BC & BS  
Horizon BC & BS of NJ  
Independence BC  
Kaiser Permanente  
Noridian - BC BS of  
North Dakota  
Premera BC  
SCAN Health Plan  
United Health Group,  
Wellcare  
Wellmark BC and BS  
WellPoint Health  
Networks, Inc.

# HEALTH INSURANCE INDUSTRY SALES FORCE COMPENSATION SURVEY

## Comprehensive source of market intelligence that covers:

- Compensation elements including:
  - Base pay
  - Annual Incentives
  - Commissions
- Sales Incentives Plan Design
  - Targets
  - Quotas
- Perks & Benefits
- Policy & Practices

## Why Participate?

This is the only survey of its kind, specifically targeting Sales positions within the Insurance Industry. The survey covers pay levels, plan design and pay for performance relationships, resulting in more accurate and useful compensation data.

These positions are in a state of change, and quality incumbents are in high demand. Achieving market appropriate pay levels can reduce costly turnovers, and drive business development success.

The results of this Survey help validate your commission and sales incentive plans. Benchmarking ensures adequate incentive pay to motivate and retain sales talent. Plan design information helps you develop a plan that will reward for the desired performance.

## Survey Cost and How to Participate

There is no charge to participate in the survey. The cost to purchase the results is \$985 for early bird submission discount (April 15, 2016) or \$1,250 for submissions by the due date of April 29th. Results are only available to participants.

The approximate time frames for the 2016 Survey are:

<b>Data Collection:</b>	March/ April
<b>Report publication:</b>	August/September



*To participate, please complete our registration form below.  
E-mail to [jcanavan@hrssllc.com](mailto:jcanavan@hrssllc.com) or print and fax to 866-886-2908.*

# HEALTH INSURANCE INDUSTRY SALES FORCE COMPENSATION SURVEY

## Positions Surveyed:

- VP of Sales (Top Sales)
- Sales Director
- Sales Manager
- New Sales Representatives - Senior
- New Sales Representatives - Junior
- Account Management / Renewals - Senior
- Account Management / Renewals - Junior
- New Sales / Account Manager (renewals) - Senior
- New Sales / Account Manager (renewals) - Junior
- Inside Sales/ Telesales Director
- Inside Sales/ Telesales Manager
- Inside Sales/ Telesales Supervisor
- Inside Sales/ Telesales Representative - Senior
- Inside Sales/Telesales Representative - Junior
- Director of Sales Support
- Sales Support Manager
- Sales Support Supervisor
- Sales Support - Senior
- Sales Support - Junior
- Broker Relations Representative - Sr.
- Broker Relations Representative - Jr.

## Position Classifications:

- National Accounts
- Major Accounts
- Large Group Sales
- Small Group Sales
- Individual
- FEP (Federal Employee Program)
- Medicare
- Multiple Areas Combined
- Account Management



# SAMPLE OUTPUT

2013 Health Insurance Industry Sales Force Compensation Survey  
 Conducted by: HR+Survey Solutions - Confidential  
 Effective date: June 1, 2013

Job Code	Job Title	Company Count	Incumbent Count	Actual Total Cash Compensation by Sales Goals (Large & Small)	Actual Sales Goals - Contracts	Actual Total Cash Compensation by Quota Attainment	Actual Sales Incentives as a % Target by Quota Attainment	Actual Sales as a % of Goal by Quota Attainment
1100	Sales Director - All Areas Combined	12	64	75th P'tile: \$253,036 Average: \$229,280 50th P'tile: \$212,904 25th P'tile: \$182,816	163,987	75th P'tile: \$253,509 Average: \$229,657 50th P'tile: \$214,862 25th P'tile: \$181,627	75th P'tile: 144% Average: 136% 50th P'tile: 122% 25th P'tile: 95%	75th P'tile: 108% Average: 101% 50th P'tile: 99% 25th P'tile: 83%
	Larger Goals:	22		75th P'tile: \$281,530 Average: \$237,626 50th P'tile: \$217,721 25th P'tile: \$176,178	547,325	75th P'tile: \$274,219 Average: \$256,638 50th P'tile: \$247,524 25th P'tile: \$221,632	75th P'tile: 24% Average: 15% 50th P'tile: 12% 25th P'tile: 11%	75th P'tile: 14% Average: 13% 50th P'tile: 12% 25th P'tile: 11%
	Smaller Goals:	42		75th P'tile: \$251,091 Average: \$224,909	51,393 37,705	75th P'tile: \$227,741 Average: \$230,919	% at Quota: 35% 75th P'tile: 136% Average: 134% 25th P'tile: 100%	% at Quota: 38% 75th P'tile: 132% Average: 130% 25th P'tile: 100%

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Position / Job Code	Job Title	Prevalence of Incentives				Mix of Pay - Actual			Mix of Pay - Target		
		Commission Eligible	Sales Bonus Eligible	Annual Incentive Eligible	LTI Eligible	Salary	Sales Incentives	Corporate Incentives	Salary	Sales Incentives	Corporate Incentives
1300	New Sales Representative - Sr - All Areas Comb.	25	25	25	25	47%	53%	0%	48%	51%	0%
1400	New Sales Representative - Jr - All Areas Comb.	34	34	34	34	57%	43%	0%	63%	37%	0%
1500	Account Management - Renewals - Sr - All Areas Comb.	25	25	25	25						
1600	Account Management - Renewals - Jr - All Areas Comb.	192	192	192	192						

2013 Health Insurance Industry Sales Force Compensation Survey

Job Code	VP of Sales	Sales Director	Sales Manager
Total Responses	21	24	25
% of Participants	81%	92%	96%
Yes	9	10	6
% of Responses	43%	42%	24%
Average	4.1	3.0	3.5

2013 Health Insurance Industry Sales Force Compensation Survey  
 Conducted by: HR+Survey Solutions - Confidential  
 Effective date: June 1, 2013

Title	Level/Role	Sales Focus	Location Description	Quality of Position Match				Base Salary				
				More than Survey Provided	Equal to Survey Provided	Less than Survey Provided	Not Provided	# of Firms	# of Incumbents	90th %	75th %	Average
VP of Sales (Top Sales)	VP	Multi-area	Summary - All locations	16%	74%	8%	-	19	50	410,300	324,243	259,756
Sales Director - All Areas Combined	Director	All Combined	Summary - All locations	5%	90%	2%	-	25	273	251,350	153,286	146,253
Sales Director - National Major Accounts	Director	National Major Accounts	Summary - All locations	3%	92%	1%	-	16	71	275,250	211,845	171,255
Sales Director - Group Sales (large and small group)	Director	Group Sales	Summary - All locations	5%	90%	2%	-	19	84	227,200	177,776	155,521
Sales Director - Individual/Retail Store	Director	Individual/Retail	Summary - All locations	17%	58%	17%	-	11	12	204,175	184,156	153,573
Sales Director - FEP (Federal Employee Program)	Director	FEP	Summary - All locations	-	100%	-	-	4	10	-	-	149,529
Sales Director - Medicare	Director	Medicare	Summary - All locations	13%	87%	-	-	9	39	-	-	159,252
Sales Director - Account Management	Director	Account Mgmt	Summary - All locations	2%	96%	2%	-	14	57	247,500	168,927	151,529
Sales Manager - All Areas Combined	Manager	All Combined	Summary - All locations	14%	74%	1%	-	25	306	170,157	118,737	103,815
Sales Manager - National Accounts	Manager	National Major Accounts	Summary - All locations	1%	87%	-	-	12	75	222,210	145,552	121,845
Sales Manager - Major Accounts	Manager	National Major Accounts	Summary - All locations	8%	88%	3%	-	10	40	159,252	134,345	114,756
Sales Manager - Group Sales (large and small group)	Manager	Group Sales	Summary - All locations	3%	81%	-	-	22	116	159,875	126,424	109,394
Sales Manager - Individual/Retail Store	Manager	Individual/Retail	Summary - All locations	3%	75%	-	-	15	34	124,387	103,603	88,626
Sales Manager - FEP (Federal Employee Program)	Manager	FEP	Summary - All locations	-	100%	20%	-	4	5	-	-	111,584
Sales Manager - Medicare	Manager	Medicare	Summary - All locations	72%	29%	2%	-	11	66	133,530	113,516	99,210
Sales Manager - Account Management	Manager	Account Mgmt	Summary - All locations	2%	97%	2%	-	13	62	163,347	139,256	120,615
New Sales Representative - Sr - All Areas Comb.	New Sales Rep	All Combined	Summary - All locations	1%	89%	2%	-	12	54	189,252	145,587	121,346
New Sales Representative - Senior - National Accounts	New Sales Rep	National Major Accounts	Summary - All locations	8%	89%	3%	-	13	54	189,252	142,251	119,418
New Sales Representative - Senior - Major Accounts	New Sales Rep	National Major Accounts	Summary - All locations	2%	96%	1%	-	10	102	159,252	134,345	114,756
Sales Representatives - Senior - Large Group	New Sales Rep	Group Sales	Summary - All locations	-	97%	-	-	19	107	130,000	84,401	74,615
Sales Representatives - Senior - Small Group	New Sales Rep	Group Sales	Summary - All locations	-	100%	-	-	12	101	107,046	70,487	61,980
Sales Representatives - Senior - Individual/Retail Store	New Sales Rep	Individual/Retail	Summary - All locations	-	57%	4%	-	9	83	-	-	63,408
Sales Representatives - Jr - All Areas Comb.	New Sales Rep	All Combined	Summary - All locations	5%	92%	2%	-	14	132	96,674	62,559	53,010
Sales Representatives - Junior - National Accounts	New Sales Rep	National Major Accounts	Summary - All locations	100%	-	-	-	1	7	-	-	-
Sales Representatives - Junior - Major Accounts	New Sales Rep	National Major Accounts	Summary - All locations	100%	-	-	-	1	3	-	-	-
Sales Representatives - Sales - Large Group	New Sales Rep	Group Sales	Summary - All locations	11%	89%	-	-	6	38	-	-	75,311





# 2016 Health Insurance Industry Sales Force Compensation Survey (HISC)

**PLEASE COMPLETE AND E-MAIL OR PRINT AND FAX TO 866-886-2908**

Completing and returning this form indicates agreement to the Terms as described on the following page.

Yes! We will participate and purchase the results for the 2016 HISC Survey for \$985 for the early bird submission discount (April 15, 2016) or \$1,250 for submissions received by April 29<sup>th</sup>.

Yes! We will participate in the 2016 HISC Survey but won't be purchasing the results.

Your Name: \_\_\_\_\_

Your Title: \_\_\_\_\_

Organization Name: \_\_\_\_\_

Email: \_\_\_\_\_

Street Address: \_\_\_\_\_

City/State: \_\_\_\_\_ / \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

**PLEASE ADVISE TO WHOM WE SHOULD SEND THE SURVEY QUESTIONNAIRE, IF DIFFERENT FROM ABOVE:**

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

**Please let us know if there are positions that you would like added to the Survey.**

Suggestion 1: \_\_\_\_\_

Suggestion 2: \_\_\_\_\_

Suggestion 3: \_\_\_\_\_



## **2016 REGISTRATION FORM: AGREEMENT TO PARTICIPATE**

By completing this agreement, your organization affirms their commitment to participate in HR+Survey Solution's 2016 Health Insurance Industry Sales Force Compensation Survey. You will be invoiced for 50% of the amount due when you receive the Survey Questionnaire. Upon publication, after receipt of initial payment and your fulfillment of your obligations to provide required data, you will receive The 2016 Health Insurance Industry Sales Force Compensation Survey Results Report, along with an invoice for the balance due. You agree to pay all invoices within 30-45 days of the invoice date. All balances aged over 60 days shall be assessed a monthly finance charge of 1.5% (18% per annum). Survey results will be released to the person(s) indicated in the questionnaire(s).

### **DATA REQUIRED**

You will be required to provide us with information about your organization, and information regarding how you pay executives. To help you provide this data to us, we will supply you with detailed instructions and an Excel based questionnaire which is to be completed.

### **CONFIDENTIALITY**

Any confidential information and materials that we acquire with respect to your business will be maintained in secrecy. We specifically will not make data individually identifying your company publicly available nor will we release data that individually identifies your company to any other sources. We maintain complete confidentiality of all compensation data we collect. This obligation to maintain confidentiality will survive termination of this agreement.

Any confidential information and materials that you acquire with respect to HR+Survey Solutions' business will be maintained in secrecy. This obligation to maintain confidentiality will survive termination of this agreement.

No obligation of confidentiality shall exist as to information and materials that are in the public domain by public use, publication, or after disclosure under this agreement become public knowledge through no fault of the party receiving said information and materials under this agreement.

### **MISCELLANEOUS**

You agree that the laws of the Commonwealth of Pennsylvania shall govern this agreement and agree to the jurisdiction of the courts of the Commonwealth of Pennsylvania for the resolution of any disputes under this agreement. In the event it is necessary for us to retain the services of an attorney to collect any outstanding balance due on this contract, you agree that you are responsible for all reasonable legal fees and costs incurred by HR+Survey Solutions, LLC to collect the debt. This agreement constitutes the entire understanding of the parties with regard to the subject matter of this agreement. This agreement may only be modified in writing signed by the parties. No waiver of any term, provision or condition of this Agreement whether by conduct or otherwise in any one or more instances shall be deemed to be or construed as a further or continuing waiver of any such term, provision or condition, or of any other term, provision or condition of this Agreement. Neither you nor HR+Survey Solutions, LLC shall be liable for any failure to perform as required by this Agreement, to the extent such failure to perform is due to circumstances reasonably beyond either party's control, such as labor disturbances and disputes of any kind, accidents, failure of any government approval required for full performance, civil disorders or commotions, acts of God, acts of aggression, energy or other conservation measures, explosions, failure of utilities, mechanical breakdown, material shortages, disease, or other such occurrences. This Agreement may be executed in counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument. Transmission between your organization and HR+Survey Solutions of this completed Agreement shall suffice to bind the party completing and transmitting same to this Agreement in the same manner as if the Agreement with an original signature had been delivered.

### **CONTACTS AND PAYMENTS**

All non-electronic administrative communications and payments provided for in this Agreement shall be mailed postage prepaid and addressed to:

HR+Survey Solutions, LLC, P.O. Box 105, Limekiln, PA 19535

Telephone: (866) 252-6788 x902

Fax: (866) 886-2908

e-mail: [jcanavan@hrssllc.com](mailto:jcanavan@hrssllc.com)

