

HEALTH INSURANCE INDUSTRY SALES FORCE COMPENSATION SURVEY

Insurance companies continue to revise 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
 - *New in 2018 – Specialty Product Sales*
 - 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 North Carolina
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
Excellus BCBS
Geisinger Health Plans
Hawaii Medical Service
Health Care Svc Corp
Health Net, Inc.
Highmark BC & BS
Horizon BC & BS of NJ
Humana, Inc.
Independence BC
Kaiser Permanente
Molina Healthcare, Inc.
Noridian - BC BS of North Dakota
Premera BC
SCAN Health Plan
Tufts Assoc. Health Plns
United Health Group
Wellcare
Wellmark BC and BS
WellPoint Health

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 \$1,135 for early bird submission discount (April 16, 2018) or \$1,400 for submissions by the due date of April 28th. Results are only available to participants.

The approximate time frames for the 2018 Survey are:

Data Collection:

March/April

Report publication:

August/September



*To participate, please complete our registration form below.
E-mail to 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
- *Specialty Products (Dental, Vision, Stop Loss, Disability, RX)**
- FEP (Federal Employee Program)
- Medicare
- Multiple Areas Combined
- Account Management

**new for 2018*



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	\$259,036	163,987	\$259,509	144%	106%
		Average		\$223,280	162,735	\$223,857	136%	101%
		75th P'tile		\$217,304	152,301	\$214,862	122%	93%
		25th P'tile		\$182,816	25,001	\$181,827	95%	89%
	Larger Goals:	Incumbent Count	22	\$281,530	547,325	\$274,219	198%	143%
		Average		\$237,626	401,603	\$236,818	192%	130%
		75th P'tile		\$217,721	310,422	\$215,524	185%	125%
		25th P'tile		\$176,178	163,387	\$173,632	139%	111%
	Smaller Goals:	Incumbent Count	42	\$251,091	51,333	\$277,741	136%	102%
		Average		\$224,308	37,705	\$230,319	124%	100%
		75th P'tile		\$210,911	11,333	\$210,911	100%	100%
		25th P'tile		\$197,385	0	\$197,385	100%	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	LT 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%
1300		Co. Count	527	527	527						
1300		Inc. Count	356	282	64	20			347		
1300		Yes	171	245	483	507					
1300		No	66%	54%	12%	4%					
1300		% Yes	32%	46%	86%	96%					
1300		% No									
1400	New Sales Representative - Jr. All Areas Comb.	14	14	14	14	57%	43%	0%	63%	37%	0%
1400		Co. Count	332	332	332	332					
1400		Inc. Count	92	240	5	0					
1400		Yes	160	92	327	332					
1400		No	59%	72%	2%	0%					
1400		% Yes	49%	28%	98%	100%					
1400		% No									
1500	Account Management - Renewals - Sr. All Areas Comb.	25	25	25	25						
1500		Co. Count	188	188	188	188					
1500		Inc. Count	108	108	108	108					
1500		Yes									
1500		No									
1500		% Yes									
1500		% No									
1600	Account Management - Renewals - Sr. All Areas Comb.	25	25	25	25						
1600		Co. Count	188	188	188	188					
1600		Inc. Count	108	108	108	108					
1600		Yes									
1600		No									
1600		% Yes									
1600		% No									

HR+Survey Solutions
 2013 Health Insurance Industry Sales Force Compensation Survey

Position / Job Code	Job Title	Job Code 1881: VP of Sales		Job Code 1198: Sales Director		Job Code 1280: Sales Manager	
		Total Responses	% of Participants	Total Responses	% of Participants	Total Responses	% of Participants
	Positions Eligible for Corporate Incentive	21	85%	16	76%	25	96%
	Positions Eligible for Sales/Renewal Incentive	22	85%	9	41%	24	92%
	Commissions	9	36%	4	44%	24	92%
	Sales Bonus	9	36%	7	78%	23	88%
	(Special Payment Incentives For Fast Sales) SPPFS	9	36%	2	22%	24	92%
	Sales contracts	9	36%	2	22%	22	85%
	Number of Performance Measures Used	3	35%	Average 4.1	21	81%	Average 3.0

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Title	Level/Role	Sales Focus	Location Description	Quality of Position Match				Base Salary				
				More than Survey Participants	Equal to Survey Participants	Less than Survey Participants	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	419,000	334,243	295,750
Sales Director - All Areas Combined	Director	All Combined	Summary - All locations	5%	90%	2%	-	25	273	251,250	153,006	146,251
Sales Director - National / Major Accounts	Director	National / Major Accounts	Summary - All locations	3%	96%	1%	-	15	71	278,350	211,040	171,325
Sales Director - Group Sales (large and small group)	Director	Group Sales	Summary - All locations	5%	90%	2%	-	19	64	227,200	177,776	158,321
Sales Director - Individual/Retail Store	Director	Individual/Retail	Summary - All locations	17%	59%	17%	-	11	12	204,175	184,198	163,573
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	36	-	-	159,362
Sales Director - Account Management	Director	Account Mgmt	Summary - All locations	2%	96%	2%	-	14	57	247,500	168,907	151,520
Sales Manager - All Areas Combined	Manager	All Combined	Summary - All locations	14%	74%	1%	-	26	368	178,157	118,707	103,815
Sales Manager - National Accounts	Manager	National / Major Accounts	Summary - All locations	1%	87%	-	-	12	75	221,210	149,522	131,045
Sales Manager - Major Accounts	Manager	National / Major Accounts	Summary - All locations	5%	83%	5%	-	10	40	159,252	134,345	114,756
Sales Manager - Group Sales (large and small group)	Manager	Group Sales	Summary - All locations	3%	87%	-	-	22	116	189,876	129,624	109,394
Sales Manager - Individual/Retail Store	Manager	Individual/Retail	Summary - All locations	3%	79%	-	-	15	34	124,387	103,623	88,628
Sales Manager - FEP (Federal Employee Program)	Manager	FEP	Summary - All locations	-	80%	20%	-	4	5	-	-	111,504
Sales Manager - Medicare	Manager	Medicare	Summary - All locations	70%	29%	2%	-	11	66	133,530	113,516	90,210
Sales Manager - Account Management	Manager	Account Mgmt	Summary - All locations	2%	97%	2%	-	13	62	163,147	109,296	100,615
New Sales Representative - Sr. - All Areas Comb.	New Sales Rep	All Combined	Summary - All locations	1%	89%	2%	-	26	527	189,113	95,597	71,136
New Sales Representative - Senior - National Accounts	New Sales Rep	National / Major Accounts	Summary - All locations	2%	80%	9%	-	13	54	189,542	142,251	119,410
New Sales Representative - Senior - Major Accounts	New Sales Rep	National / Major Accounts	Summary - All locations	2%	96%	1%	-	10	122	158,552	109,684	82,724
Rep - Senior - Large Group	New Sales Rep	Group Sales	Summary - All locations	-	97%	-	-	19	187	130,000	84,401	74,615
Rep - Senior - Small Group	New Sales Rep	Group Sales	Summary - All locations	-	100%	-	-	12	101	107,040	72,407	61,860
Rep - Senior - Individual/Retail Store	New Sales Rep	Individual/Retail	Summary - All locations	-	57%	4%	-	9	83	-	-	63,408
Rep - Jr. - All Areas Comb.	New Sales Rep	All Combined	Summary - All locations	5%	92%	3%	-	14	332	96,574	62,999	51,010
Rep - Junior - National Accounts	New Sales Rep	National / Major Accounts	Summary - All locations	100%	-	-	-	1	7	-	-	-
Rep - Junior - Major Accounts	New Sales Rep	National / Major Accounts	Summary - All locations	100%	-	-	-	3	53	-	-	-
Rep - Junior - Large Group	New Sales Rep	Group Sales	Summary - All locations	11%	85%	-	-	4	38	76,191	64,620	-



2018 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 2018 HISC Survey for \$1,135 for the early bird submission discount (April 16th, 2018) or \$1,400 if received after that date.

Yes! We will participate in the 2018 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: _____



2018 REGISTRATION FORM: AGREEMENT TO PARTICIPATE

By completing this agreement, your organization affirms their commitment to participate in HR+Survey Solution's 2018 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 2018 Health Insurance Industry Sales Force Compensation Survey Results Report, along with an invoice for the balance due. The cost of the survey is \$1,400, less early submission discount if applicable, plus any wire transfer fees. *Payment of initial invoice must be received within 60 days of invoice date or any early submission discount will be forfeit. Any applicable wire transfer fees will be added to the second invoice. You agree to pay all invoices within 45-60 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

