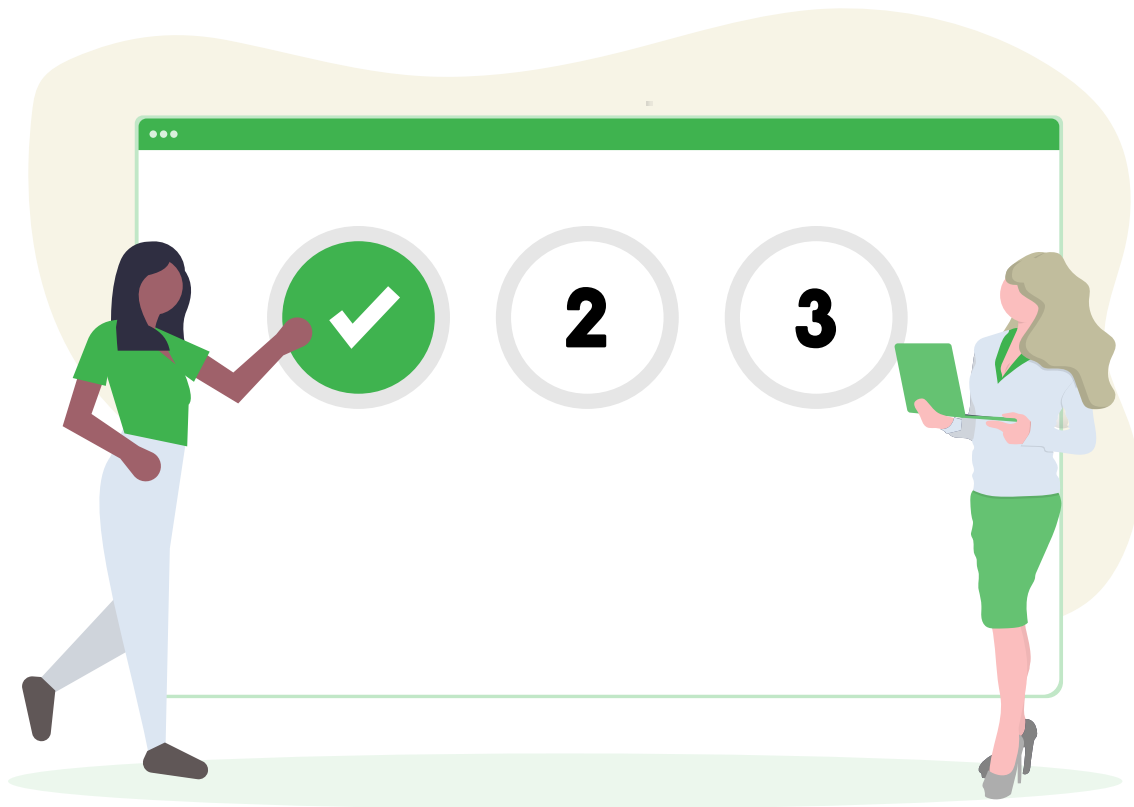




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Employee Bonus Programs Guide

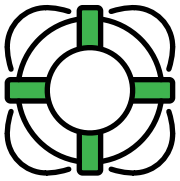
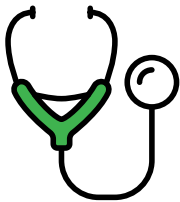
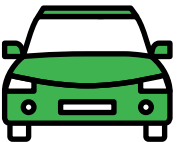



We think hard work deserves to be rewarded.

Motivate your staff to be the best they can be with transparent bonus structures that give them more control over their earning potential. Not only can a bonus program drive growth for your agency, it can also help your team members advance in their careers. That's what we call a win-win.

We've talked to our friends in the insurance world to create a guide that will help you develop a bonus program for sales and service staff members. Inside, we've included suggested commission percentages, cash incentives and even an editable document for quarterly promotions. Follow our lead or use this as a reference when developing your own bonus program.

2021 Quarterly promotions

	Eligibility Dates	Requirements	Rewards	Monthly Individual Incentives
<p>Life</p> 		New Life Apps	Cash/Gift Card	
<p>Health</p> 		Health premium	Cash/Gift Card	
<p>Auto</p> 		Auto	Cash/Gift Card	
<p>Fire</p> 		Fire	Cash/Gift Card	

Sales Commission Schedule

Auto and Fire Tiered Incentives

- 1.00% commission on all premium of applications
- 1.25% commission on all premium – Min 1 Life/Health
- 1.50% commission on all premium – Min 2 Life/Health
- 1.75% commission on all premium – Min 3 Life/Health
- 2.00% commission on all premium – Min 4 Life/Health
- 2.25% commission on all premium – Min 6 Life/Health

Life & Health Apps

- Level 1 = 1-2 apps = 15% of annual premium
- Level 2 = 3-4 apps = 20% of annual premium
- Level 3 = 5+ apps = 25% of annual premium

App Count Consistency Bonus

- 25 Auto Apps = \$50
- 15 Fire Apps = \$50
- 3 Health = \$50
- 2 Life = \$50
- 50 apps (includes all lines) = \$100
- Every 10 apps over 50 apps = \$100

Activity Bonus!

- Google/Yelp Review
- 1st review = \$25
- 2nd review = \$50

Chargebacks

- L&H – 12 month charge back prorated to the date it cancelled.
- P&C – 6 month auto/12 month fire charge back prorated to the date it cancelled.

Service Commission Schedule

Life/Health (Term Conversions)

Level 1 = 1 app = 10% of annual premium

Level 2 = 2 apps = 15% of annual premium

Level 3 = 3 apps = 20% of annual premium

Level 4 = 4 apps = 25% of annual premium

Activity Category Bonus Goals

Adding/Increasing Coverage (10 policies per month)

Submit 5 P&C Application per month

Life/Health Pivot (10 per month)

Submitted 1 Life/Health Application from pivot

P&C

Auto & Motorcycles = \$5

Fire Policies = \$15

Activity Bonus Payouts

1 Goal = \$0

2 Goals = \$50

3 Goals = \$100

4 Goals = \$175

Activity Bonus

Google/Yelp Review

1st review = \$25

2nd review = \$50

Chargebacks

L&H – 12 month charge back prorated to the date it cancelled.

P&C – 6 month auto/12 month fire charge back prorated to the date it cancelled.

Tips for Making the Most of Your Bonus Program

Make Goals Attainable – Setting unreasonable expectations can do more harm than good. Ensure your bonus program features achievable goals and adjust as necessary.

Be Transparent – The easier your bonus structure is to understand, the more inclined employees will be to meet their goals.

Be Consistent – Ensure team members are receiving their bonuses on time every time to keep them motivated and your agency accountable.



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