



## **VoIP Supply is looking for the Very Best Team!**

To get the very best people on our team, our referral program is changing to improve with the times. We can place ads, buy resumes, post jobs online and even hire recruiting firms, but there has to be a better, more effective way. Creating incentive and rewarding generously for referrals is what this program is all about. True “A” players out there are not likely seeking a new job. You know who they are, some are your friends and family, others you have just heard about. Regardless, we want to reward you for telling them about us and suggesting that they spend a few minutes to get to know us.

Previously we had a referral bonus of \$500 for new employees brought in that stayed a certain length of time. This was brought up in a staffing, hiring and culture seminar that I attended recently. Although we were one of the few companies in the room that even had a referral bonus program, I was bluntly told that our program “sucked”, with no exception.

Open-mindedly, I listen and by really thinking about it and applying math to it, the speaker was dead on and that our program was not really that motivating for someone to actively seek out great people and refer them to our company.

We have made plenty of changes and created a program that is generous and not something that I’ve heard comparable stories about, at least not in our region. Being a global organization in a global civilization, we need to look everywhere for the greatest people, not only in our backyard. A great programmer in New Zealand is still a great programmer and quite accessible via today’s technology.

There are some rules of course, however this referral and compensation program applies to employees of the company, friends and family as well as outsiders to the organization.

**In short, if you bring someone awesome to the company and they achieve their goals required to earn the referral bonus, you will be rewarded financially.**

The most important thing to know about candidates being referred is that they must live up to our Core Values and share the same beliefs when it comes to their profession, employer and the vision behind those they work with.

### **Our Core Values are:**

- Come to play and deliver excellence
- Be entrepreneurial with drive, passion and determination
- Always be learning and sharing knowledge
- Nothing improves without it, create and embrace change
- Demonstrate integrity to everyone.



**There are 4 types of roles within our organization, with different referral amounts.**

### **Top Performing Outbound Telesales Professionals (Hunters generating new revenue)**

The amount on the table for bringing in a top performing, outbound sales professional is **\$7,500**. This bonus is payable based on levels of Gross Profit from sales generated at a level no higher than that which is achieved by our existing staff.

This bonus will be paid based on the following schedule of accomplishments:

- \$2,000 when this sales professional has their first month of sales generating > \$20,000 in Gross Profit
- \$2,000 when this sales professional has their first month of sales generating > \$30,000 in Gross Profit
- \$3,500 when this sales professional has their 3rd consecutive month of sales generating > \$30,000 in GP

For sake of calculation, Gross Profit shall be defined as the total revenue minus the total cost of goods, nothing less or more.

### **Top Performing Inside Sales Professionals (Inbound Closers)**

The amount for bringing in a top performing sales professional is **\$3,500**. This bonus is payable based on levels of Gross Profit from sales generated at a level no higher than that which is achieved by our existing sales force.

This bonus will be paid based on the following schedule of accomplishments:

- \$1,000 when this sales professional has their first month of sales generating > \$20,000 in Gross Profit
- \$1,000 when this sales professional has their first month of sales generating > \$25,000 in Gross Profit
- \$1,500 when this sales professional has their third consecutive month of sales generating > \$25,000 in Gross

For sake of calculation, Gross Profit shall be defined as the total revenue minus the total cost of goods, nothing less or more.

### **Department Management or Leadership Positions**

Unlike the sales department, there are not the same black and white numbers to determine if the new employee is doing an amazing job or falling short of expectations. Management and leadership positions do have their measurables though and these people are critical in our organization. The bonus for referring a key management professional is **\$5,000**.

This reward is paid out based on very a simple formula.

- \$5,000 is paid out when the employee achieves or over-achieves their monthly metrics 3 months in a row.

### **Top Performing Non-Sales Personnel**

While it is more difficult to measure the financial impact of these people than sales personnel, their impact, performance and success can be measured. Each employee has key metrics of success to determine if they are performing as expected or not, nothing is left to speculation. The amount of bonus for bringing in a top performing non-sales team member is **\$1,000**.

This reward is paid out based on a simple formula.

- \$1,000 is paid out when the employee achieves or over-achieves their monthly metrics 3 months in a row.

The metrics being used are part of the job description that are mutually agreed upon at the time of hiring. While the metrics may change over time, there shall be no time during their employment when an employee does not know exactly how their success will be measured at the end of the month. All payable milestones must be reached within their first 12 months with the company.