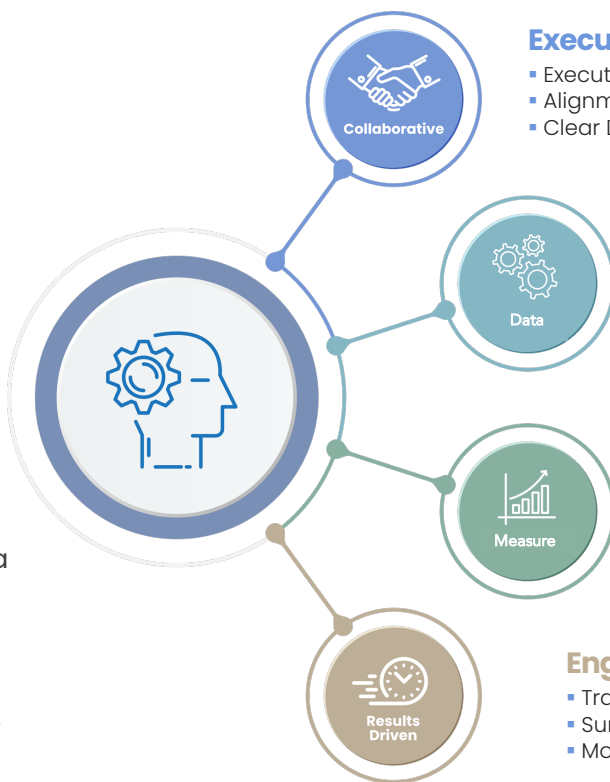


Rewards, Recognition & Retention Programs

A world-class rewards, recognition and retention program is a critical component of performance and leadership management for a sales organization to continue to achieve sales results, drive development, retain employees, and drive an exceptional experience for internal partners and clients.

It promotes a healthy competitive culture for sales reps to drive Avalara business growth and results into the future. It succeeds through executive sponsorship, setting clear expectations for measurement and dashboards reporting.



Executive Sponsorship & Engagement

- Executive Support & Engagement
- Alignment of Program Management & Partner Support
- Clear Definitions & Meaningful Rewards

Data Collection & Development

- Database Collection Capabilities
- System Tools and Integration
- Internal Company and Client Data

Insights, Metrics & Measures

- Clear Balanced Scorecard Measures
- Performance & KPI Metrics Indicators
- Fair & Transparent Rules for Contests and Sprints
- Opportunity for Employee Feedback

Engagement, Dashboards & Reporting

- Transparent Dashboard Reporting
- Survey and Client Satisfaction Scores
- Monthly and Quarterly Review Cadence

Program Pillars for Success

Performance Rewards & Recognition



Programs that rewards top reps across company sales organization with monetary incentives to drive performance.

Future Leaders Recognition & Development



Incentivize high performing individuals through investment in personal development, mentorship, and leadership training.

Stepped Process

Monetary Compensation

Individual Development