

UN

UNLOCK UNIT

REV OPS

TASK FORCE

// 001

THE FUTURE NORMAL OF SALES INCENTIVE MANAGEMENT

TOP SECRET
EYES ON VALUE

A crowd-powered manifesto

MISSION BRIEF

The world of work has changed.
So have buyer expectations.
And the way we motivate, reward,
and grow revenue teams must
change with it.

THIS IS THE FUTURE NORMAL.
LET'S UNLOCK IT.

WE DON'T JUST
INCENTIVIZE PERFORMANCE.
WE UNLOCK IT.



TRANSPARENCY
Build trust through clarity
and visibility.



SIMPLICITY
Make it easy to understand,
easy to act on.



TRUST
Earn confidence with fairness,
consistency, and data.



AGILITY
Adapt fast. Reward what
drives impact.



IMPACT
Design incentives that drive
the right behaviors and
business outcomes.



INCENTIVE HEALTH INDEX



ALIGNMENT OVERVIEW



THE STRATEGIST
DESIGN. MODEL. OPTIMIZE.

AI ADVISOR
PATTERN FINDER

SCENARIO MAP
Q2-Q4 2025

INCENTIVE IMPACT
SIMULATOR

AI ADVISOR
DATA SENSE

THE REP
FRONT LINE.
REVENUE DRIVER.

THE OPERATOR
EXECUTE. ENSURE.
ELEVATE.

INCENTIVE INTELLIGENCE



Co-created live by 50+ rev ops leaders

Varicent Unlock

London, April 2026



MISSION 1: CRACK THE BLACK BOX

MISSION BRIEF
PAGE 2 OF 6

THE COMMISSION STATEMENT BECOMES A LIVE FEED.

1 THE COMMISSION STATEMENT BECOMES A LIVE FEED.



2 REPS WATCH EARNINGS PULSE IN REAL TIME — DEAL BY DEAL, TIER BY TIER, CURRENCY BY CURRENCY.



3 NO MORE END-OF-QUARTER SURPRISES.



4 QUOTA CONVERSATIONS STOP BEING QUARTERLY INTERROGATIONS AND BECOME LIVE COACHING MOMENTS.



5 THE BLACK BOX CRACKS OPEN. EVERY PING COMPOUNDS TRUST.



REAL-TIME COMMISSIONS. REAL TRUST. REAL PERFORMANCE.

WHEN THE BLACK BOX CRACKS OPEN, REV OPS STOPS REPORTING THE PAST AND STARTS GUIDING PERFORMANCE IN REAL TIME.

DOSSIER

REV OPS - CONFIDENTIAL

EYES ON VALUE

//002



MISSIONS 2 & 3

REWARDS THAT SPEAK HUMAN / SIMULATE BEFORE YOU INCENTIVISE

MISSION BRIEF
PAGE 3 OF 6

2 REWARDS THAT SPEAK HUMAN. BECAUSE PEOPLE AREN'T SPREADSHEETS.



REWARDS CALIBRATE TO LIVES, NOT SPREADSHEETS.



YOUR TOP PERFORMER GETS PERSONAL TRAINING MAPPED TO HER HALF-MARATHON.

REWARD
PERSONAL TRAINING
PACKAGE
12-WEEK PLAN



THE WORKING PARENT GETS HOME-CLEANING CREDITS.

REWARD
HOME-CLEANING
CREDITS
10 HOURS



THE NEW-CITY TRANSPLANT GETS A TRAVEL PACKAGE TO SETTLE & EXPLORE.

REWARD
TRAVEL EXPERIENCE
PACKAGE
WEEKEND ESCAPE



3 THE PAY-OUT FINALLY SPEAKS HUMAN.



♥ REWARD RECEIVED
HOME-CLEANING CREDITS
10 HOURS ADDED

"Exactly what I needed.
Thank you."



When it fits
their life,
it drives
their best.
- Rev Ops



4 THE SALES PLAN GETS STRESS-TESTED BEFORE A SINGLE DOLLAR MOVES.



EVERY PIVOT REHEARSED.



SCENARIO PIVOT REHEARSED



EVERY CONSEQUENCE PRICED.

UNINTENDED BEHAVIOR DETECTED

- Over-indexing on Low-Value Deals +23%
- Discounting Above Guardrail +18%
- Churn Risk Increase +12%
- Pipeline Quality Decline +15%

RECOMMENDATION
Adjust SPIFF for Attach Rate
Strengthen Quality Bonus



ANNUAL PLANNING BECOMES A ROLLING SIMULATION.

SCENARIO PIVOT REHEARSED



PROJECTED REVENUE LIFT

- +8.7%
- +12.4%
- +9.1%
- +6.3%

5 WHAT TOOK A YEAR TO DISCOVER — THAT THE COMP PLAN ACCIDENTALLY INCENTIVISED THE WRONG BEHAVIOUR — TAKES TWENTY MINUTES IN A SANDBOX.

REV OPS LEADERS STOP BEING AUDITORS OF THE PAST AND BECOME ARCHITECTS OF THE POSSIBLE.

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MISSIONS 4 & 5

FAIRNESS, MEASURED / THE NIGHT SHIFT BOARDROOM

MISSION BRIEF
PAGE 4 OF 6



1 FAIRNESS GRADUATES FROM FEELING TO METRIC.

Seller sentiment streams into the same dashboard as pipeline velocity. When trust dips, the system flags it before the top rep updates her LinkedIn.

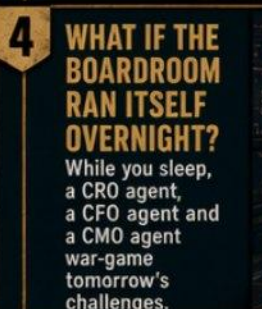


2 "IS THIS PLAN FAIR?" STOPS BEING A VIBE IN A SLACK CHANNEL.

It becomes a number on a screen.



3 LEADERS TREAT ALIGNMENT LIKE THEY TREAT ATTAINMENT: WITH DATA.



4 WHAT IF THE BOARDROOM RAN ITSELF OVERNIGHT?

While you sleep, a CRO agent, a CFO agent and a CMO agent war-game tomorrow's challenges.



5 BY MORNING, THREE SCENARIOS SIT ON YOUR DESK — EACH WITH TRADE-OFFS PRICED, RISKS MAPPED, ADOPTION PLANNED.

YOU NO LONGER DECIDE WHAT. YOU DECIDE WHICH.



THE FUTURE BOARDROOM IS PART DASHBOARD, PART SIMULATION LAB, PART TRUST ENGINE.

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MISSIONS 6 & 7

ELIMINATE DISPUTES.

PUSH BLOCKERS UP

MISSION BRIEF
PAGE 5 OF 6

DISPUTE RISK DETECTED

72h

BEFORE PAYOUT

Auto-flagged by
Incentive Intelligence



1 WHAT IF EVERY COMMISSION DISPUTE WAS RESOLVED 72 HOURS BEFORE IT HAPPENED?



TWO REPS.
Overlapping
deal claims
flagged
pre-payout.



ONE ACCOUNT.
Single source
of truth for
revenue
attribution.



ONE ALGORITHM.
Rules engine
applies fair
credit logic.

**ZERO AWKWARD
SLACK THREADS.**



Transparent
decisions.
No surprises.

DISPUTE RESOLVED



FAIR. FAST. DOCUMENTED.



2 THE COMMISSION DISPUTE JOINS THE EXPENSE-RECEIPT SHOEBOX AS SOMETHING YOUR YOUNGER COLLEAGUES WON'T BELIEVE YOU LIVED THROUGH.



3 WHAT IF THE HARDEST QUESTIONS FLOWED UP THE ORG CHART?



FRONTLINE REPS PUSH STRATEGIC BLOCKERS DIRECTLY TO THE C-SUITE THROUGH STRUCTURED, VISIBLE CHANNELS.



THE TOP-DOWN CASCADE INVERTS.



EXECUTIVES GET MEASURED ON HOW FAST THEY UNBLOCK, NOT HOW HARD THEY DRIVE.

UPWARD FLOW



C-SUITE



CRO



REV OPS LEAD



FRONTLINE REPS



4 LEADERSHIP STOPS BEING ABOUT HAVING ANSWERS — IT BECOMES ABOUT REMOVING FRICTION.



VISIBLE CHANNELS.



CLEAR PRIORITIES.



FASTER DECISIONS.



UNBLOCKED GROWTH

YOU CAN'T
SCALE WHAT
YOU CAN'T SEE.

WE MEASURE
WHAT MATTERS.



IN THE FUTURE OF REV OPS, FRICTION BECOMES VISIBLE - AND THEREFORE SOLVABLE.



MISSION 8:

FREE YOUR BEST REP

REV OPS: ARCHITECTS OF THE POSSIBLE



1 WHAT IF YOUR BEST REP NEVER OPENED A CRM AGAIN?
AMBIENT INTELLIGENCE CAPTURES EVERY CALL.



2 POST-MEETING WORKFLOWS EXECUTE AUTOMATICALLY.

WORKFLOWS: EXECUTING

Call captured	Transcripts & insights complete	✓
Follow-up drafted	Personalized email ready	✓
CRM updated	Fields populated automatically	✓

CRM: AUTO-POPULATED

Account	Vertex Solutions
Opportunity Stage	Proposal
Next Step	Business Case Review
Amount	\$125,000
Close Date	May 15, 2026
Rep Notes (AI Summary)	Strong ROI case. Champion engaged. Procurement next.



3 CRM FIELDS POPULATE THEMSELVES.



DAILY ACTIONS: AI-DRAFTED

6:00 PM

Send follow-up email to Vertex team	Ready
Schedule business case workshop	Ready
Share ROI model	Ready
Check in with economic buyer	Ready
Prep for next stakeholder call	Ready

✓ APPROVE ALL << SWIPE TO APPROVE >>

4 AT 6PM, SHE APPROVES THE DAY'S AI-DRAFTED ACTIONS WITH A SWIPE.

ADMIN BURDEN: REMAINS BEHIND

Manual data entry	Eliminated
Status update chasing	Eliminated
Report compilation	Eliminated
Incentive reconciliation	Automated
Excel gymnastics	Retired



5 HER ATTENTION — THE ONLY TRULY SCARCE RESOURCE IN SALES — STAYS ON CUSTOMERS. NOT ON FORMS.



THE FUTURE OF SALES INCENTIVE MANAGEMENT IS MORE HUMAN, MORE TRANSPARENT, MORE PREDICTIVE, AND MORE ALIVE. THE BLACK BOX IS GONE. THE SYSTEM NOW LEARNS, ADAPTS, AND EARNS TRUST IN REAL TIME.

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THIS ISN'T THE END. IT'S THE UPGRADE.
MISSION COMPLETE.