

Michelle Woods

• graphic design • video editing • motion graphics

Hi! I'm a Philadelphia-based graphic designer, video editor, and all-around creative person. I like to create visually and emotionally compelling stories and hope my work can help make the world just a little bit better. In addition to design, I also enjoy trail running, painting, sci-fi, writing, and being a mom.

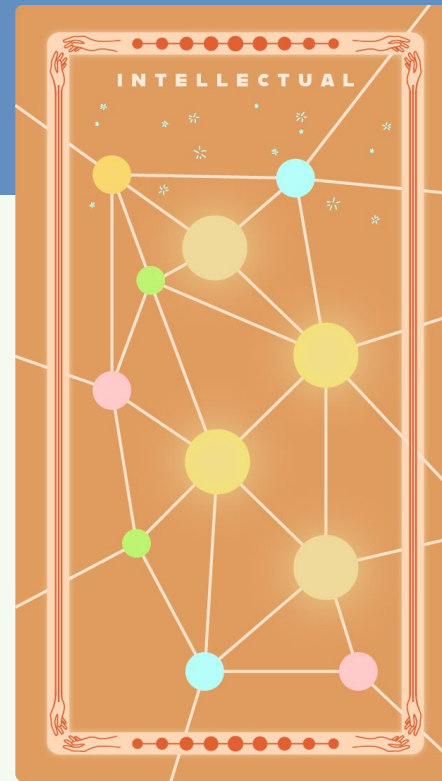
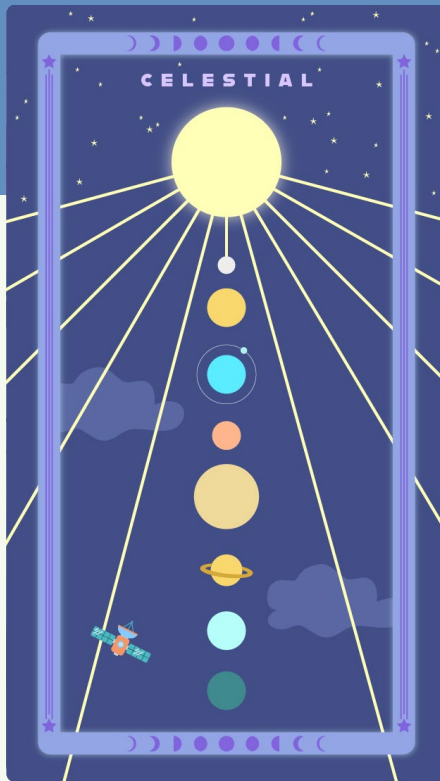


michewoods.com

*more work
(including videos
and animations!)*



(A fun personal project to begin)



Annual survey report

Layout, data visualization | QuotaPath

Interactive pdf presenting survey results gathered from 300+ leaders and sales reps across the sales industry.

QUOTAPATH

2023 Sales Compensation Trends to Know

In August 2022, we surveyed more than 300 leaders and sales reps to get a pulse on today's sales compensation trends.

With 38 questions around sales commissions structure, ownership, and rep motivation, we uncover how most organizations are thinking about sales compensation and where they struggle the most.

Below, we share our biggest takeaways.

Survey says...

There's a lack of trust in sales compensation across Sales, Ops, and Finance

- 90% of Sales Leaders don't trust their sales comp structure
- 44% of Sales Reps aren't motivated by their comp plans
- 75% of Sales Reps don't trust they are paid fairly

The "average" comp plan

- Business SaaS**
- Base salary 50% of OTE**
- Quota period Quarterly**
- Key components Accelerators & Decelerators**
- Quota based on ARR & 4-7x OTE**
- Creation & Distribution**
Sales Leadership creates comp plans at early stage organizations while RevOps leads the design at later stage companies. In both cases, they introduce new plans most often on a yearly basis.

About the survey

Who?
300+ people working on Sales, Revenue Operations, and Finance teams

What?
38 questions about compensation plan structure, ownership, and rep motivation

Why?
Sales compensation drives revenue and is pivotal for hiring and retaining top talent

50/50 is (still) the most common pay mix

What percentage of reps' on-target earnings does their base salary make up?

% of OTE as Base Salary	% of Respondents
0%	3%
10%	1%
20%	1%
30%	7%
40%	6%
50%	56%
60%	12%
70%	7%
80%	4%
90%	0%
100%	2%

86% of companies standardize their compensation plans

That's a 17% increase from 2020

We love that stat. The best way to build transparency, trust, and equality involves standardizing compensation plans.

When you standardize, everyone with the same quota has the same earning potential. You standardize your sales commission structure, including the commission rates, bonuses, and OTEs.

"If you have different plans for each person on your sales team, you end up underpaying women and people of color," said Graham Collins, our Chief of Staff.

Our VP of Sales Caroline Tarpey agreed. "People crave transparency in our organizations. When we standardize these, we're giving that equitable opportunity to the team," said Caroline.

"You're solving for most of the time. You're not solving for every single time when you're designing compensation."

- Sam Jacobs
CEO @ Pavilion

What to know when you're building new compensation plans...

The majority of reps get paid their commissions when they close a deal

The more revenue a company makes, the quicker reps get paid

What makes a rep eligible to be paid commission they've earned?

- Deal closes
- Invoice payment
- Other

Revenue Range	Deal closes	Invoice payment	Other
<\$25M Revenue	47%	35%	18%
>\$25M Revenue	64%	20%	16%

Quota:OTE increases as revenue grows

Quota:OTE ratio for SaaS companies

Revenue range of company (USD)	Average Quota:OTE Ratio
\$0-\$5M	4.1
\$5M-\$10M	5.8
\$10M-\$25M	6.1
\$25M-\$50M	7.1
\$50M+	7.8

Comparing Industries

Company Type	Average Quota:OTE Ratio
SaaS	~5.5
Service	~10.5

Now, if your compensation plans fall outside of these trends, that's okay.

Your plan should reflect your business, so if your sales cycles, revenue, and maturity curves don't follow suit with another organizations, then your comp plan shouldn't follow either.

[Design a Comp Plan](#)

Audio/video series

Video editing, motion graphics | Threshold

Conceptualized and created a short video series highlighting impactful interview snippets from guests on season two, *Cold Comfort*, of the award-winning environmental podcast, Threshold.



↗
"I think especially in the western world, in the rich world, we have choices, and therefore, we have a responsibility."

Joachim Jansen

Blog image template

Design system | QuotaPath

Templatized a graphic system to facilitate the quick creation of blog poster images. Ability to include and interchange elements such as headshots, partner logos, product images, and text.

QUOTAPATH

Series B

\$41 Million raised

TRIBE CAPITAL INSIGHT PARTNERS ATX VENTURE PARTNERS STAGE 2 CAPITAL Integrd

This graphic features a dark blue background with colorful circular accents on the left and right. The QuotaPath logo is at the top left. The main text 'Series B' is in large white font, with '\$41 Million raised' below it. At the bottom, logos for five investors are displayed.

Save time while ensuring accurate and on-time payouts

RevPartners QUOTAPATH

This graphic has an orange background with a white square in the center containing a red network icon. A text box on the left contains the headline. At the bottom, the RevPartners and QuotaPath logos are shown.

New!

Model your plan

Quota per Quarter: \$175,000

Annual On-Target Earnings: \$140,000

Base-Variable Pay Mix: Base \$70,000, Variable \$70,000, 60:50

What's the best compensation plan to hit your 2023 targets?

This graphic is a dark blue background featuring a white calculator interface for modeling compensation plans. It includes input fields for earnings and pay mix, and a line chart showing different compensation scenarios over time. A callout box asks 'What's the best compensation plan to hit your 2023 targets?'.

9% of leaders feel confident they have the best commission structure in place

3 sales leaders weigh in...

This graphic has a bright blue background with a white text box at the top containing a survey result. Below the text, three circular headshots of sales leaders are shown.

How to use Quickbooks with QuotaPath

qb

This graphic features a green background with a white square in the center containing the 'qb' logo. A text box on the left contains the headline.

A mistake with commissions occurred along the way...

This graphic has a purple background with a white text box at the bottom containing the headline. A small flag icon is in the top right corner.

Social media

Storytelling, community building | Janji + Threshold

Translated stories and campaigns into appropriate and engaging formats for social media.



JOY TIP

FAMILIARIZE YOURSELF WITH THE ECOSYSTEMS THROUGH WHICH YOU RUN. WHETHER YOUR ROUTES RUN DEEP IN THE TRAILS OR BY THE SIDE OF THE ROAD, THERE IS SO MUCH JOY TO BE FOUND BY ANTICIPATING THE BLOSSOM OF A DOGWOOD TREE, OR NOTICING THE SPRINGTIME ARRIVAL OF MIGRATING BIRDS. YOU DON'T HAVE TO BE A BIOLOGY EXPERT! JUST PICK UP A FEW FACTS TO HELP YOU SEE THE BEAUTY. SUCH KNOWLEDGE GROWS NATURALLY.

AULDEN



Check out
our special
Season 2
EXTRA!
out now

[click the link in our bio to listen](#)
and be sure to leave us a
comment with your thoughts!

Meet Richard,
the mayor of Nome, Alaska



get to know him with us
next week as we explore
climate change impacts
in the Bering Strait region.

EXTRA Season 2 episode
out next **Thursday, 2/21**
See you there!



FIELD TEAM

MORGAN SJOGREN

Janji Field Team Member –
Runner, Explorer, Defender of
Wild Spaces

“Fastpacking allows
me to cover long
distances in
(relatively) short
periods of time,
but also to linger
and savor them in
a way that a
normal trail run
does not.”

Product launch video

Motion graphics, feature highlighting | QuotaPath

Storyboarded, designed, and animated product launch video.

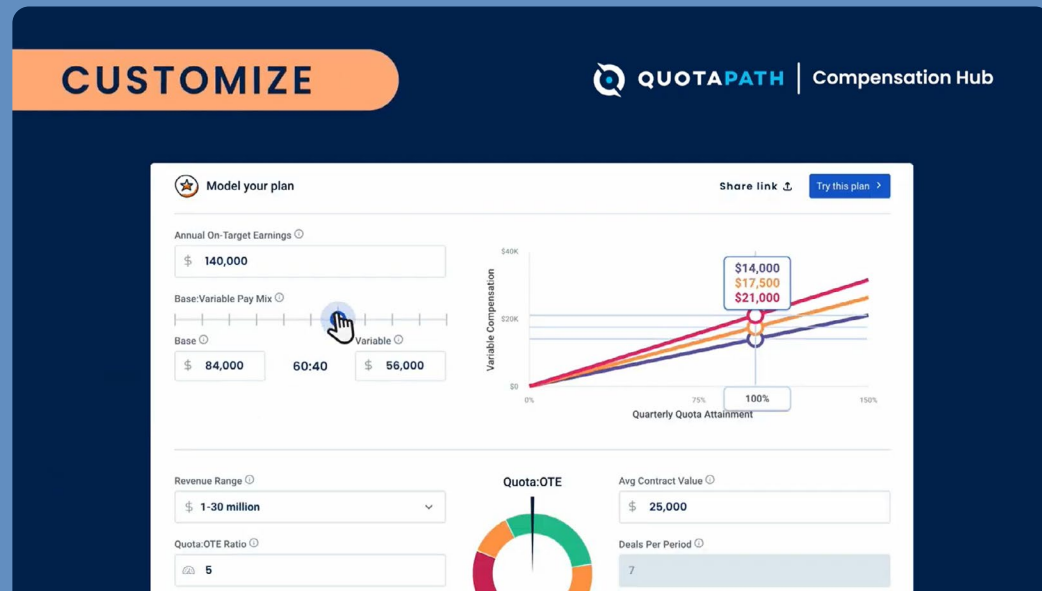
Watch video



Compensation Hub

DISCOVER COMPARE CUSTOMIZE

By QUOTAPATH



CUSTOMIZE

QUOTAPATH | Compensation Hub

Model your plan

Annual On-Target Earnings: \$ 140,000

Base:Variable Pay Mix: 60:40 (Base: \$ 84,000, Variable: \$ 56,000)

Revenue Range: \$ 1-30 million

Quota:OTE Ratio: 5

Quota:OTE

Avg Contract Value: \$ 25,000

Deals Per Period: 7

Variable Compensation vs Quarterly Quota Attainment graph showing values: \$14,000, \$17,500, \$21,000.

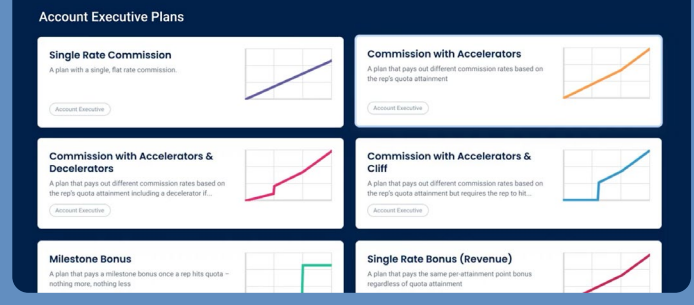
COMPARE



Commission with Accelerators & Decelerators

Commission with Accelerators and Contract Term Multiplier

DISCOVER



Account Executive Plans

Single Rate Commission

Commission with Accelerators

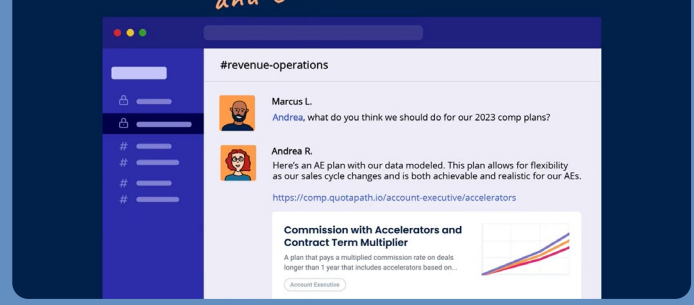
Commission with Accelerators & Decelerators

Commission with Accelerators & Cliff

Milestone Bonus

Single Rate Bonus (Revenue)

CUSTOMIZE and Share!



#revenue-operations

Marcus L. Andrea, what do you think we should do for our 2023 comp plans?

Andrea R. Here's an AE plan with our data modeled. This plan allows for flexibility as our sales cycle changes and is both achievable and realistic for our AEs.

https://comp.quotapath.io/account-executive/accelerators

Commission with Accelerators and Contract Term Multiplier



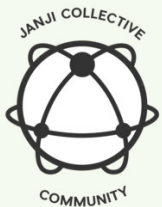
QUOTAPATH | Compensation Hub

comp.quotapath.com

Logo design

Concept exploration, detail refinement | Janji

Logo update for Janji's membership program.
Concept inspired by running, connectedness, and water.

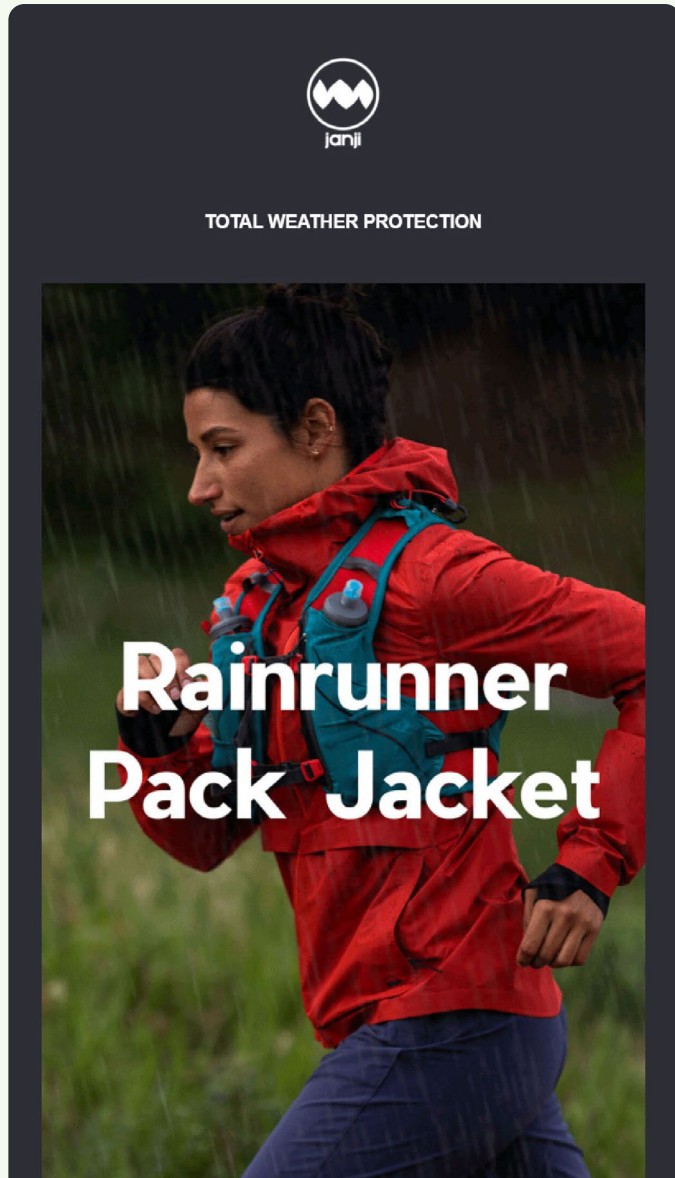


concept explanations

Email campaigns

Messaging, layout | Janji

Created and managed 2-4 email campaigns a week (for a 60k+ email list) featuring products, people-focused running stories, seasonal campaigns, and more.



Features you'll love



WATERPROOF

2.5L laminated shell with water repellency + fully taped seams for total weather coverage



UNPARALLELED VENTING

360° panel venting around the core for added breathability + heat release where it's needed the most



PACK IT UP

Self-stowing pocket with integrated elastic carry strap + inset power mesh pocket for travel convenience



STREAMLINED FIT

Sleek, ergonomic running silhouette designed to easily layer on top of mid-layers + under vests or packs

Cosmic Runner film

Motion graphics, producer | Janji

Seasonal film highlighting runner, artist, and activist, Christian Gering. In collaboration with Janji creative director, conceptualized, storyboarded, oversaw filming and editing, and created closing credits animation.

[Watch video](#)

cosmic runner

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WITH RESPECT AND GRATITUDE FOR ALL PERSONS IN THE FILM, THE LAND ON WHICH IT WAS FILMED AND THE PEOPLE WHO HAVE STEWARDED IT FOR GENERATIONS PAST, PRESENT, AND FUTURE



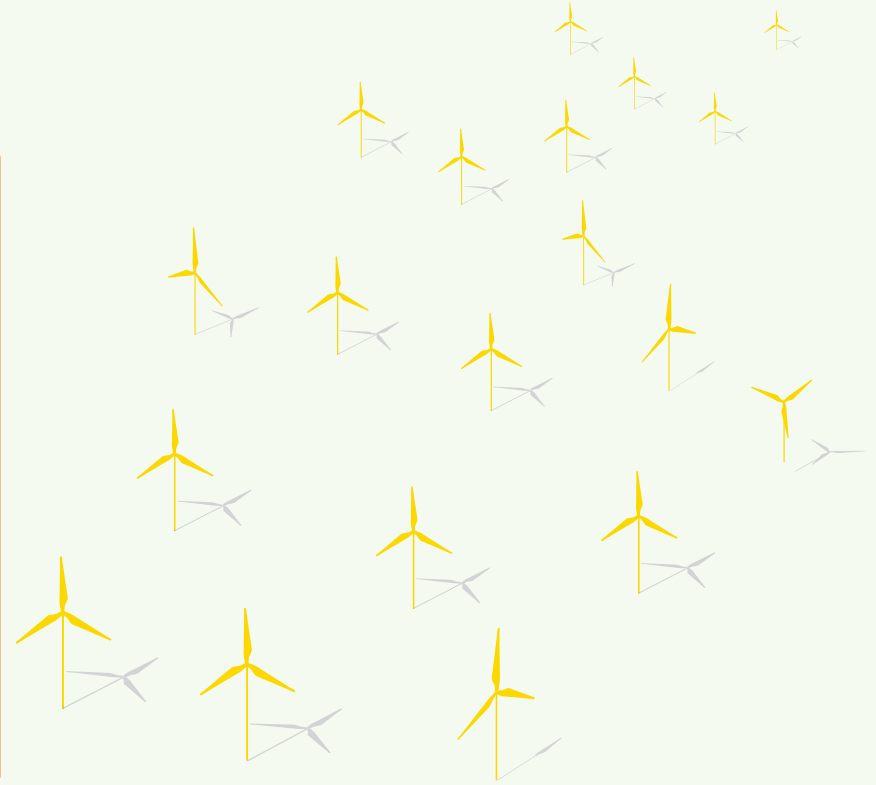
Landscape architecture

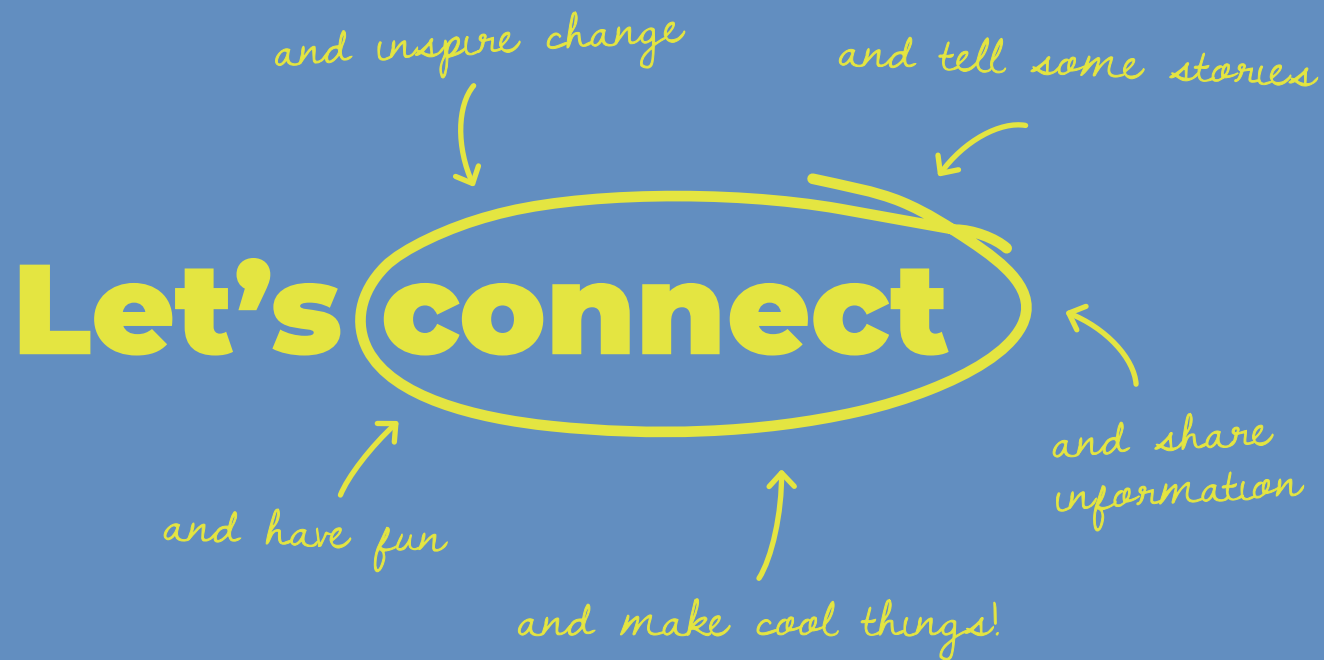
Project management, design | Land Collective

Head designer for the Eskenazi Health Hospital Canine Therapy Garden. Presented concept designs to key stakeholders, gathered site data, and created renderings and detailed design documentation.



Additional graphics





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