



Compensation Plan Consulting
Dan Jensen



Helping you reach your dreams

www.danjensen-consulting.com

Expertise that will help your direct selling business achieve lasting success

With a 25 year reputation for results, Dan Jensen is one of direct selling's most sought-after executive trainers and compensation plan experts. His clients span the globe and include several Fortune-500 companies. Many are new start-up ventures planning to be tomorrow's industry leaders. All of his clients will provide an enthusiastic recommendation of him.



Dan Jensen

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Janet Cronstedt, Director of Sales, Cookie Lee Jewelry
"Dan gets it. He knows exactly how to put together a compensation plan that wins the hearts of the field and builds long-term growth and excitement. He's the best thing to happen to Cookie Lee in many years! We couldn't have done it without him"

Les Dell, President, DSA of Australia:
"In all of my 35 years in the Direct Selling Industry, I don't think I have ever met someone as knowledgeable about compensation plans as Dan. He was able to reduce to simple terms a subject that is mostly regarded as complex and mysterious and teach it in a way that everybody could grasp it. Every direct selling executive should attend his seminar to move his business to higher levels of success and growth."

Lane Nemeth, President of Petlane and founder of Discovery Toys:
"I've been to many DSA conferences and seminars on compensation during my 25+ years in the industry, but nothing compares to this one. It was amazing!"

Bruce Shankland, President, Beta Alistine, Australia, and former Managing Director of Amway Australia & Europe:
"This seminar is appropriate for all management levels particularly those wanting to improve the sales and profitability of their business."

Betty Palm, executive with 20+ years experience
"Dan has the uncanny ability to teach people, even those without direct selling experience, how to design a great compensation plan that creates the sales and recruitment companies dream about."

Professional Consulting Services



New Compensation Plan Development

A winning compensation plan is one of the greatest factors in the success of your business. Dan's proven approach to compensation strategy focuses on helping the field develop the right behaviors and skills to build a successful downline business. This approach provides long-term growth and consistency to both you and your sales force.

Change an Existing Compensation Plan

Established companies often find that their plan has lost its sizzle. Dan's experience and analytical skills can spot the root causes and help you develop the right solutions. Most importantly, Dan has developed a sure-fire approach to launching a plan change while building a positive momentum in the field.



Executive Training Courses



Dan has developed a unique executive training curriculum that helps your executive team have a clear understanding of compensation plan principles, design concepts, and challenges. This knowledge will provide internal skills to develop effective incentive and compensation plan strategies that work in perfect harmony together.

Compare the Courses

100	110	200	210	300	310	400	Lesson Description
1	1	2	2	3	3	4	Course Duration (Days)
	•		•		•	•	Direct Selling as a unique and multi-faceted business model
	•		•		•	•	The drivers behind Direct Selling that every executive must understand
	•		•		•	•	The Language of Direct Selling – the terminology and concepts
			•		•	•	Unique systems requirements of a Direct Selling business
	•		•		•	•	Legal issues governing a Direct Selling business
•		•	•	•	•	•	Key principles and objectives of every successful compensation plan
			•	•	•	•	Know Your Target Market
•	•	•	•	•	•	•	Focus on the Five Golden Behaviors to get results
		•	•	•	•	•	Compensation Plans – choices and types
		•	•	•	•	•	Retailing: Building a strong retailing culture builds volume and retention
		•		•	•	•	The Career Path – how to design one that builds leadership and retention
		•	•	•	•	•	Recruiting Incentives — how to grow the business through recruiting
		•	•	•	•	•	Retention strategies that work to grow your business
		•	•	•	•	•	Party Plans – Using the unique power of parties — how and why they work
				•	•	•	Volumes that drive performance and volumes to avoid
•				•		•	Analyzing your plan – finding wasted dollars to redirect to your performers
•		•		•	•	•	Funding new bonuses through breakage you didn't know you had available
				•	•	•	Roll up and compression strategies
				•		•	Avoiding distributor manipulation and abuse
		•	•	•	•	•	Strategies that build strong Managers
•		•	•	•	•	•	Strategies that build strong Leaders
				•	•	•	Bonus Pools – a goldmine or landmine?
		•		•	•	•	Highly focused bonuses that motivate specific behaviors when you need them
				•		•	When your leaders reach the top and want more
		•		•		•	Why some plans hit a brick wall
				•		•	Retirement incentives – pitfalls and opportunities
				•	•	•	Product specific bonuses and how to use them
				•		•	Internationalization – going international (a) / Plan issues (b)
				•		•	Plan changes – transition planning, techniques, modeling
•				•	•	•	Calculating your plan's payout percentage
				•	•	•	Key Performance Indicators – Monitoring your plan's performance over time