

2018 TRAINING TOP 125

Incentive Bonus

The incentive bonus is based on your % rank improvement, with special incentives for top 10, top 5 or #1 placement.

Here's how the bonus works (see examples below):

- A. If your rank improves: Bonus A = \$2,500 multiplied by your % rank gain over previous year
Here's the math: $\$2,500 \times ((2018 \text{ rank} - 2017 \text{ rank}) / 2017 \text{ rank}) \times -1$
- B. If you rank in the top 10: Bonus A plus \$1,000
- C. If you rank in the top 5: Bonus A plus \$1,500
- D. If you rank #1: Bonus A plus \$2,500
- E. If your rank does not improve: *no Bonus A; Bonus B or C would still apply**

** Once in the top 10, or 5, it's tough to stay there! And with the goal of a top-10 placement four years in a row to enter the Hall of Fame, this is an especially important achievement.*

Here are some examples, based on actual coaching client successes:

2017 Rank	2018 Rank	% Gain	Bonus A (% x \$2,500)		Top 10 Bonus	Top 5 Bonus	#1 Bonus	Total Bonus
23	7	70%	\$1,739	+	\$1,000			\$2,739
41	3	93%	\$2,317	+		\$1,500		\$3,817
3	1	67%	\$1,667	+			\$2,500	\$4,167
101	19	81%	\$2,030					\$2,030
36	25	31%	\$764					\$764
6	8	--	--		\$1,000			\$1,000

Note: The highest possible bonus, for a company that is new to the 125 or ranked #125 in 2017 and ranked #1 in 2018, would be \$4,980 (\$2,480 + \$2,500). I can't imagine any company unhappy about paying that bonus!

P.S. If both your 2018 rank AND your *qualitative* score are worse than last year (it's possible to have a higher score but not improve your rank), and you feel it was *because of my coaching*, I will refund you \$1,000 (consider it a reverse bonus).