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## Please make plans to attend our 2nd Quarterly Meeting of 2013

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This program has been approved for 2 (GENERAL) Credits towards re-certification of a PHR, SPHR or GPHR certification. *The use of this seal is not an endorsement by the HR Certification Institute of the quality of the program. It means that this program has met the HR Certification Institute's criteria to be pre-approved for recertification credit.*

### **Sales Compensation – Seven Mysteries Revealed**

**Presented by David Cichelli, Senior Vice President, The Alexander Group**

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Enter the unusual world of sales compensation and learn the answers to seven sales compensation mysteries. Sales compensation is often the “black box” of compensation programs. Join us at this session and you will learn the key principles in sales compensation, understand confounding sales compensation challenges and increase confidence to address these challenges.

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**David Cichelli**, a Senior Vice President with The Alexander Group, a sales effectiveness consulting firm, contributes his knowledge and experience to a wide array of sales organizations. David helps clients redefine and deploy sales coverage to ensure optimal sales performance. By applying The Alexander Group's Sales Management System™, he helps companies achieve their sales objectives through a variety of techniques, including improved channel design, sales ROI, sales metrics, sales forecasting, quota allocation, sales force automation solutions and sales compensation.

Widely recognized by national professional associations and trade publications for his work in linking sales compensation to management's objectives, Mr. Cichelli is a frequent speaker on sales compensation topics. He is author of “Compensating the Sales Force” and “The Sales Growth Imperative”. His management duties include directing the firm's sales compensation practice and overseeing The Alexander Group's software products. He serves a leadership role in the design of the firm's sales effectiveness conceptual models.

Prior to joining The Alexander Group in 1985, Mr. Cichelli served for five years as a national practice manager in sales compensation for a leading compensation consulting firm. Previously, he had spent seven years providing support to the field sales organization of a multinational Fortune 200 chemical company. He received his B.S. from Pennsylvania State University and his M.S. from Michigan State University. Mr. Cichelli serves on the faculty at the Merage Foundation and World at Work.

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### **Willow Oaks Country Club**

**6228 Forest Hill Ave. | Richmond, Virginia | 23225**

**804.228.4137**

[www.willowoaksgc.org](http://www.willowoaksgc.org)

**Beautiful Location!**

8:00 – 8:30am  
8:30 – 9:00am  
9:00 – 11:00am  
11:00 – 11:15am

Registration & Breakfast  
RCA Business Update & Networking  
Presentation  
Questions & Answers

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**RCA Members: Free - Included with membership**

**Non RCA Members: \$50**

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**\* Non-members may pay meeting fees online using PayPal! Please visit [www.richcomp.org](http://www.richcomp.org) to register and pay! \***