

# The \$100,000 Bonus

Getting the revenue you want is all about generating leads. At ClientView, we've called on our 65 years of experience in creating, launching and managing companies and subsidiaries in the government contracting business to give you a quantifiable model for feeding a well-stocked pipeline of leads to boost your company income and incentive compensation.

## Develop your company's Incentive Compensation financial model

Have a look at the chart on the right. Line by line, ClientView shows you the precise business development revenue objectives that could yield \$100,000 more in annual bonus or incentive compensation funds. If our assumptions don't apply to your firm, just replace them with the number or percentage that works for you. As you follow our model, keep this in mind: ClientView is the only firm (that we can find on the internet) managed and staffed by professionals who actually created and operated high-revenue-growth companies in government contracting.

### Assumptions

You can modify the assumptions we have used for this example to match your company's current and and create a model for your future financial performance.

- 1. Bonus is twelve percent of earnings before bonus, interest and taxes (EBBIT).**
- 2. EBBIT is six percent of net revenue.**
- 3. Net revenue is 65 percent of average annual contract revenue.**
- 4. Average annual revenue assumes five-year contracts.**
- 5. Total contract revenue value is 50 percent of total proposal revenue value.**
- 6. Total proposal revenue value is 60 percent of targeted business opportunities.**
- 7. Targeted business opportunities are 30 percent of identified leads.**

So, in our example, to add \$100,000 to your firm's bonus funds, you must find almost \$1.2 billion in legitimate leads. To be sure, replacing our assumptions with factors that match your practices may yield a higher or lower value of identified leads. Whatever the case, ClientView knows how to help you set your business development objectives and strategies.

ClientView is a business development firm that provides executive-level consulting to companies that sell products and services to the federal government and commercial customers. Our services include strategy development; marketing, positioning and proposal training; capture planning; and proposal creation and production.



## Example: Incentive Compensation Financial Model

EBBIT	\$833,333
Net Revenue	\$13,888,889
Average Annual Contract Revenue	\$21,367,521
Total Contract Revenue Value	\$106,837,607
Proposal Revenue Value	\$213,675,214
Target Opportunities	\$356,125,356
Identified Leads	\$1,187,084,520