



# sales compensation



The topics covered in the *Sales Compensation Focus* editorial calendar are guidelines. WorldatWork reserves the right to change topics due to current events or quality of articles submitted. WorldatWork requires copyright assignment prior to publication.

---

## 2012 Editorial Calendar & Deadlines

### JANUARY

SENDS 1/23/12 | MATERIALS DUE 12/9/11

- Communicating sales compensation strategies
- Retaining key roles
- Technology in sales compensation

### MARCH

SENDS 3/19/12 | MATERIALS DUE 2/10/12

- Designing sales compensation plans
- Globalizing sales compensation

### MAY

SENDS 5/21/12 | MATERIALS DUE 4/13/12

- Rewarding over-achievers
- Unhealthy salesforce retention

### JULY

SENDS 7/23/12 | MATERIALS DUE 6/13/12

- ROI of variable plans
- Controlling costs

### SEPTEMBER

SENDS 9/17/12 | MATERIALS DUE 8/10/12

- Highlights from Spotlight on Sales Compensation conference

### NOVEMBER

SENDS 11/19/12 | MATERIALS DUE 10/12/12

- Content from Spotlight on Sales Compensation conference
- Selling the compensation plan to the C-suite

All contributions should be 600-900 words.

Content must be original and has not been published previously in any other newsletter or online. Please send contributions to the editor, [Angela Gabriel](#), by deadline (or earlier).

Pitched stories that fit the themes listed above are preferred. Content should focus on providing analysis and resources for those who do the work of sales compensation planning or those who are affected by sales compensation. Pitches can be in the form of article submissions, “Ask the Expert” interviews, news, research results, etc.