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Introduction
Just as business objectives and strategies play an important role in shaping corporate-pay posture, so does acquiring timely and accurate compensation data. You need to be aware of the issues to consider and steps to take to effectively evaluate your organization’s compensation competitiveness in the external market. One way to do that, when other data is unavailable, is to conduct a custom compensation survey. This booklet shows how such a survey might be conducted, analyzed and presented successfully.

Compensation surveys range from quick phone surveys covering readily available information to highly complex studies involving sensitive information and requiring sophisticated mathematical analyses. A typical organization has numerous data needs throughout the year. While some of these needs can be met with in-house sources, some are better accomplished through a third-party survey.