



at&t

AT&T COMMISSION STRUCTURE

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Introduction

Most of the people hired by AT&T are under the impression that when you are getting paid hourly and commission all you have to do is just sell the products the company offers. If that were true this manual would not exist, because everyday someone walks in to the store and 80% of the time they are there to buy something. Now in order to make a good commission check at the end of the month what you really want to sell are the “services” the company offers more so than the products.

This manual has been written to educate per time new hires what goals are to really focus on in order to make above the at risk commission which is \$1300 each month and that’s all before the hourly pay, now for someone who is in school that’s not a bad paycheck.

Some people might wonder what makes me qualified to write this manual figure 1 shows my rank in my store, which has been the story 5 months in a role. Also this image is from middle of the month and if you would notice I have already hit about 70% of my goals.

Edit Query

Whiteboard Results - The Colony 22DE6 92192 - Location by Rep

Location/Rep	Rank	Time Period	CES - WTR	CES - Wait Time	Gross Submit Units Cnt	Gross Add Cnt	Total Wired Submit Cnt	Prepd GA Cnt	Strategic Prod GA Cnt	Dlife GA Cnt	Sm Bus Pstpd GA Cnt	AMA Feat Rev	TRR	MF Eil Op (PO Att)
UKO, SAMSON	1	MTD	66.7%	100.0%	25	23	2	3	8	-	1	-	\$2,552	44.
		Target	74.0%	73.0%	34	27	7	2	10	1	5	-	\$2,505	60.
		Need to Sell	-	-	9	4	5	-	2	-	4	-	-	-
NOLASCO, GEOVANI S.	2	MTD	73.3%	75.0%	27	24	3	3	6	-	4	-	\$2,151	38.
		Target	74.0%	73.0%	46	37	9	3	13	1	7	-	\$3,340	60.
		Need to Sell	-	-	19	13	6	0	7	-	3	-	\$1,189	-
SOTO, JOSE A.	3	MTD	85.7%	80.0%	29	18	11	2	9	-	4	\$105	\$1,915	50.
		Target	74.0%	73.0%	46	37	9	3	13	1	7	-	\$3,340	60.
		Need to Sell	-	-	17	19	-	1	4	-	3	-	\$1,425	-
WALLACE, REGINALD D.	4	MTD	100.0%	0.0%	18	18	-	1	6	-	-	-	\$1,313	53.
		Target	74.0%	73.0%	34	27	7	2	10	1	5	-	\$2,505	60.
		Need to Sell	-	-	16	9	-	1	4	-	-	-	\$1,192	-
ROSA ALFARO, JAIME R.	5	MTD	60.0%	100.0%	30	22	8	4	7	-	2	-	\$1,981	62.
		Target	74.0%	73.0%	46	37	9	3	13	1	7	-	\$3,340	60.
		Need to Sell	-	-	16	15	1	-	6	-	5	-	\$1,359	-
SHIELDS, RYAN A.	6	MTD	66.7%	66.7%	17	16	1	2	7	-	4	\$10	\$1,609	73.
		Target	74.0%	73.0%	46	37	9	3	13	1	7	-	\$3,340	60.
		Need to Sell	-	-	29	21	8	1	6	-	3	-	\$1,731	-

Figure 1.



at&t



Chapter 1

Job overview

Before getting a job with AT&T you must first understand the job description, which we all have to understand before accepting the job in order to avoid surprises. Below is a list of the job description:

- Sells all products and services offered by the Company.
- Meet all sales objectives.
- Handle all administrative aspects of the sale including: completing customer contracts and warranties, pulling products from inventory, accepting customer payments and filing the completed orders.
- Maintain strong knowledge of all Company products, accessories, pricing plans, promotions, and service features.
- Maintain knowledge of competitive offers and provide critical market feedback to the Store Manager regarding local competition and product/service needs.
- Handle service inquiries from customers.
- Provides efficient, courteous customer service and assistance in all aspects of product offerings and services.

Job qualification

The job qualification for AT&T retail sales consultant position is going to be very basic and also similar to any retail sales position job, which is also listed as follows:

- Ability to work flexible hours, including evenings, weekends and holidays
- Ability to stand for long periods of time
- Ability to complete all paperwork completely, accurately, in a timely manner
- Ability to lift up to 25 pounds
- Ability to operate a personal computer, wireless equipment, copier and fax
- Ability to work in other locations as the needs of the business dictate may be

required.

- Complete all aspects of opening and closing the store in accordance with written procedures.



Figure 2. Model AT&T Retail Sales Consultant

COMMISSION STURUCTURE

- 1** Total Gross Add Units
- 2** One Time Revenue
- 3** TRR and the Net-BAN Qualifier

CHAPTER 2

Although \$1300 does sound intriguing for some people, there are goals that you have to hit. Hearing about all the different goals might be scary for the first time but every one of them has a different weight to it also as far as the 2013/2014-commission structure is set there are 3 main areas to focus on:

- TGAU: The total gross add unit goals has to do with every activations you get this could be anything from activating tablets, smartphones, mifi's, pre paid cell phones, home phone, also AT&T home services such as U-Verse TV and internet as well as AT&T digital life which is the home automation and security package. Basically anything you are able to put an AT&T service on, will count towards the gross add goal.

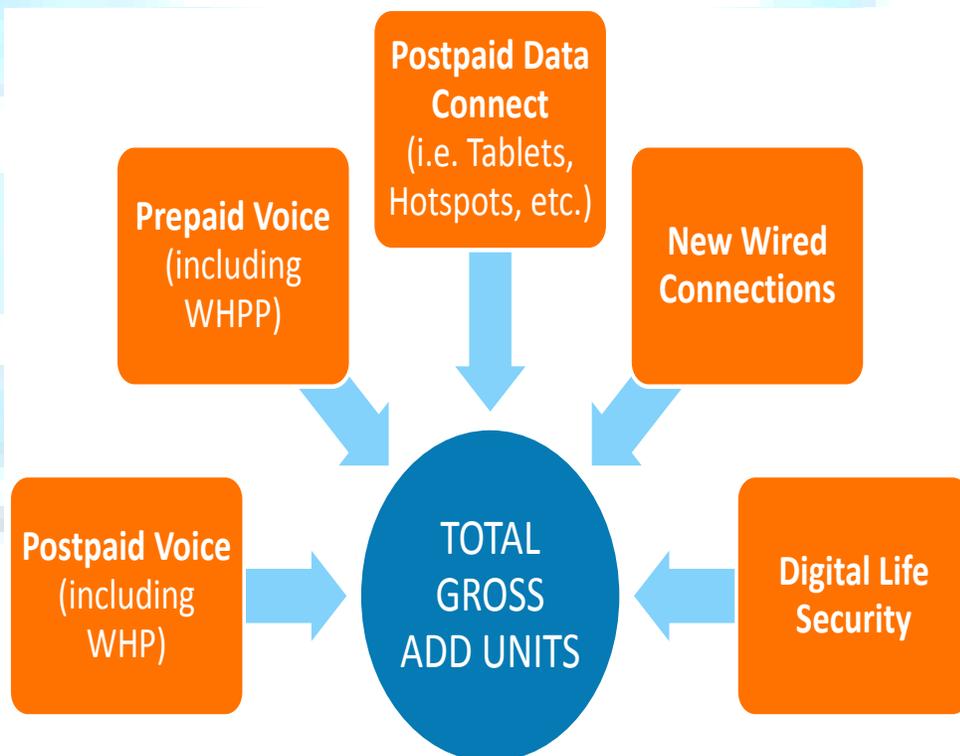


Figure 3. Shows TGAU qualifiers

- OTR: The OTR goal is sometimes tricky for people to understand, the “One Time Revenue” goal is broken up into two part first there is the OTR Accessories which has to do with every accessory sale made it could be phone cases, headphones and Bluetooth player. Then there is the just the regular OTR which has to do with upgrades and tablet activations, now for every smart phone upgrades \$150 goes into the OTR bucket and for every tablet sold \$200 goes into the OTR bucket. Finally whenever a pre paid phone is sold whatever amount the customer decides to put into the phone also goes into the OTR bucket.

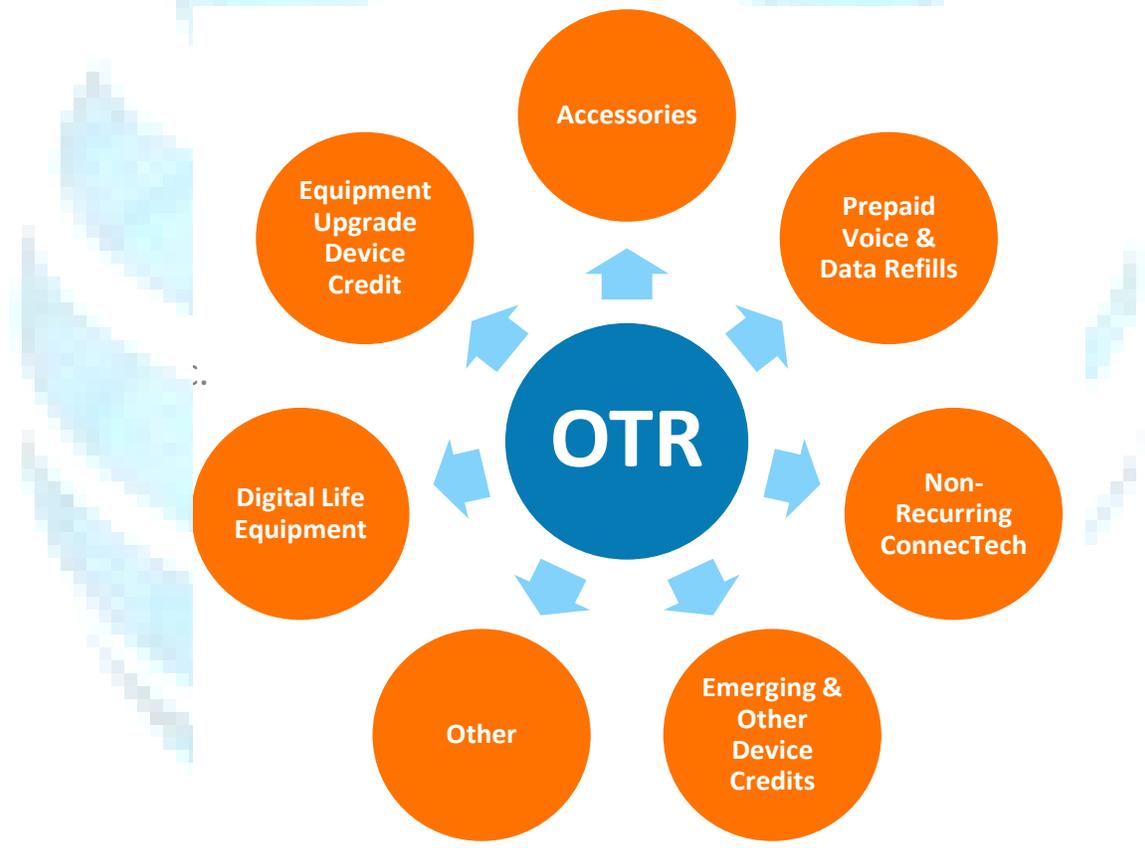


Figure 4. Shows OTR qualifiers

- TRR is known as the “Total Recurring Revenue” which has to do with every plan and services sold, this could include anything from



Figure 5. Is a pie graph the shows the percentage of what the payout is in the commission structure in other to get the at risk payout, which means if you hit 100% in all 3 category you get the \$1300 payout.

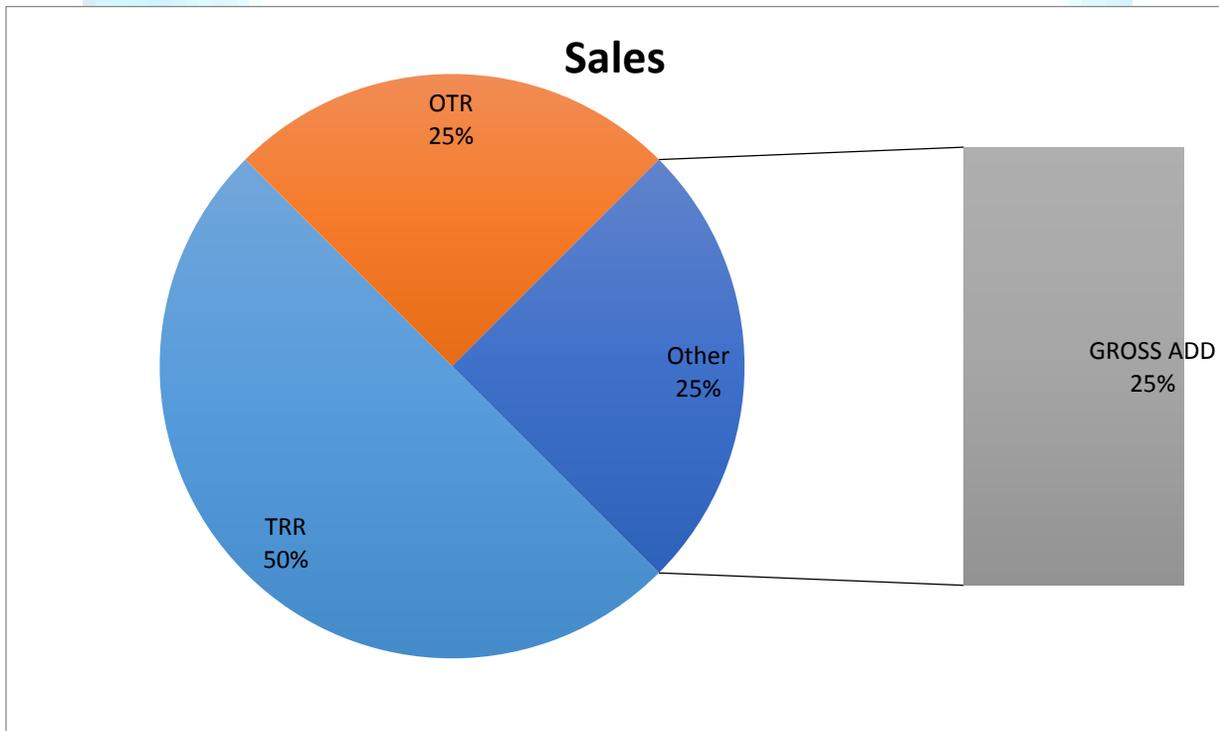


Figure 5.



CHAPTER 3

My first time trying to understand the AT&T commission structure was a little confusing but my main worry was not believing I could hit 100% in the three most important categories that makes me money and makes the company money as well, but I came to realize I don't have to be 100% in every category but yet still exceed the at risk payout. The idea is to be really good at one category preferably TRR because that gives the maximum payout. And if you are really good at it you can always exceed the goal and potentially make more money.

One Time Revenue

- 1) Although as explained before the one time revenue is broken up into two parts (accessories and cellphone sales) in the commission structure it is combined together. Which can be a good thing because if for instance an employee is not very good with selling accessories they could always make it up by doing a lot of upgrades.
 - Remember for every smart phone sale \$150 goes into the OTR bucket and for every tablet sold \$200 also goes into the OTR bucket.
- 2) The OTR is unarguably the hardest goal to hit because other than the money you get from upgrading phones all day trying to sell accessories would require skills and knowledge of how to build values of the product because most people in this economy are trying to save money and everyone would rather buy their phone cases online where it is a lot cheaper.

Figure 6. Shows an example of the OTR attainment to goal for any given month

One-Time Revenue (OTR)				\$210.06
Attainment Range	Attainment Table %	Payout %	At Risk	Commissions Advanced
≤ 124.99%	65.64%	65.64%	\$320.01	\$210.06
125.00 - 129.99%	130.00%	-	-	-
130.00 - 139.99%	140.00%	-	-	-
140.00 - 149.99%	150.00%	-	-	-
150.00 - 159.99%	160.00%	-	-	-
160.00 - 169.99%	225.00%	-	-	-
170.00 - 249.99%	250.00%	-	-	-
≥ 250.00%	Actual	-	-	-

Attainment Details			Revenue Details	
	Actuals	Goal	Attainment %	
Net Revenue	\$7,086.23	\$10,795.76	65.64%	+ Qualified Revenue \$7,086.23

Figure 6. **Total Recurring Revenue**
Determine the net qualifier is met

Total Recurring Revenue (TRR) has a Net-BAN Qualifier, which is determined if a seller qualifies to receive TRR credit for any transactions performed. It is based on all activity processed by the seller across all lines within a customer’s account on a given day. Every transaction is unique, so it is important to first determine if the Net-BAN Qualifier is met before calculating commissions.

- 1) In other to make at least 50% of the at risk commission, sales associates most at least hit the NET REVENUE GOAL, which is different for both per timer and full timers in the case of the per timers the average goal is about \$3600, also this could vary between store locations.
- 2) Exceeding the goals and getting a higher payout, goes in percentage brackets which means the higher TRR sold the higher the attainment range is going to be.
- 3) One secrete that’s never really told to employees about their TRR structure is that the wireless gross add qualifier (GAQ) has to be meet in other for anyone to surpass the at risk which is \$650.
 - For example if an employees TRR goal is \$3600 and end the month with \$4000 attainment but does not hit their GAQ goal AT&T will only pay that employee the at risk and nothing more.

Figure 7. Is a chart showing the attainment range and commissions advance which is range, payout the end payout.

Total Recurring Revenue (TRR)				\$790.49
Attainment Range	Attainment Table %	Payout %	At Risk	Commissions Advanced
≤ 124.99%	123.51%	123.51%	\$640.02	\$790.49
125.00 - 129.99%	130.00%	-	-	-
130.00 - 139.99%	140.00%	-	-	-
140.00 - 149.99%	150.00%	-	-	-
150.00 - 159.99%	160.00%	-	-	-
160.00 - 169.99%	225.00%	-	-	-
170.00 - 249.99%	250.00%	-	-	-
≥ 250.00%	Actual	-	-	-

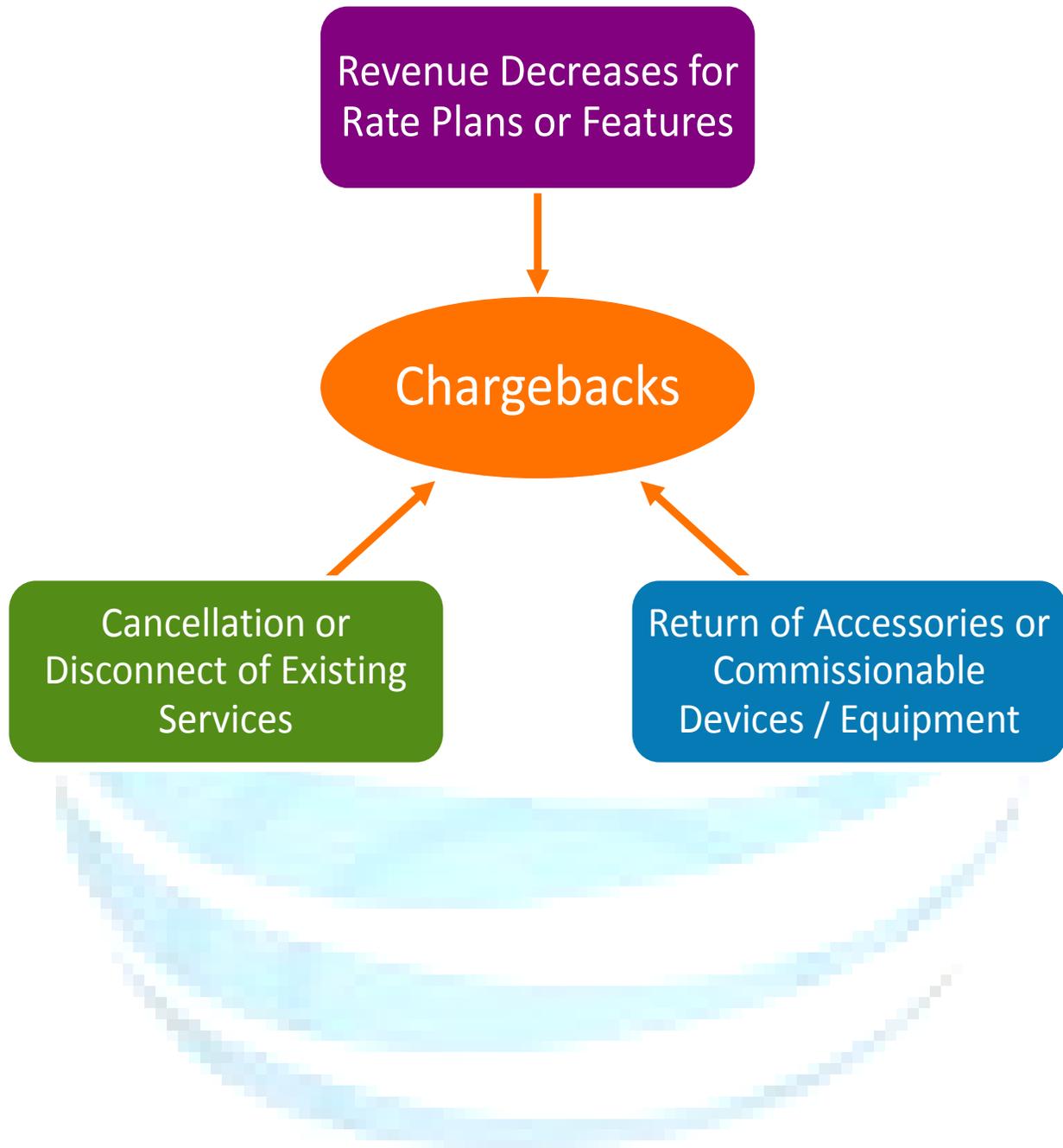
Attainment Details				Revenue Details	
	Actuals	Goal	Attainment %	⊕ Qualified Revenue	\$4,488.99
Net Revenue	\$4,488.99	\$3,634.46	123.51%	Wireless Gross Adds	36.00
Wireless Gross Add Qualifier (GAQ)	36.00	29.51	122.01%	Gross Wired Units	4.00
Gross Wired Qualifier (GWQ)	4.00	7.81	51.21%		

Figure 7.

Total Gross Add Unit (TGAU)

- 1) The gross add unit goal just like the OTR goal is broken up into two parts as well.
 - First there is the wireless gross add count, which is the number of cellphones, and tablet activations goal.
 - Second is the wired gross add count, which is the number of U-Verse and Internet activations done in that month.
- 2) In the case of the TGAU it is very important that both parts of the goals need to be met in other to get the payout accessed to the TGAU. Say for instance a per timer is assigned a goal of 20 wireless activation and 6 wired, which puts the TGAU at 26. And an employee at the end of the month ends up with 29 wireless and 0 wired, yes the TGAU goal was met and even exceeded but in the eyes of the company the goal wasn't met which means you don't get paid for exceeding but rather you just get paid the at risk which is 100%. Because in other to get paid for exceeding the TGAU at least 50% of the wired goal must be met.





Chapter 4

Charge back

For any retail sales consultant that gets paid commission one of the most important thing they have to worry about is chargebacks, so every sales that are made should be made solely on qualifiers. Which means employees cant just sell things to

customer just to help them hit their goals because the customer could get home and after a couple of day return what ever was sold to them because they realized they did not need it, rather employees must get to know their customers and only recommend things they know the customer would want.

- Chargebacks for all components apply the Same Day that the Disconnect, Return, or Revenue Decrease occurs.
- Chargebacks apply to the original seller and manager. No impact on processing seller unless they were the original seller.
- However, negative revenue activity is included in the TRR Net- BAN Qualifier Calculation.
- Chargeback Vesting Period is 180 days.
- Chargebacks do not affect Sales Dashboard or Rankings.

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TRR, 14, 16, 17, 20

