BLUEHORIZONS

BLUE HORIZONS GROUP

Sales Performance Management Consultancy

Compensation Plan Design and Implementation

Sunstate Equipment partnered with Blue Horizons Group to design 14 sales compensation plans and implement them in their SPM solution, delivering an on-time, zero-defect go-live built for the complexity of equipment rental.

$850M	14	15	0
Annual Revenue	Comp Plans	Years Expertise	Go-live Defects

Client Overview

Sunstate Equipment is a leading heavy equipment rental company generating approximately $850 million in annual revenue. With a multi-tier sales and operations organization spanning branch, district, and national roles, Sunstate depends on precise, well-designed compensation plans to drive performance across a complex rental business model.

The Challenge

Sunstate set out to replace its quarterly bonus structure with a commission-based model spanning 14 roles, from Outside Sales Representatives to District Managers. But leadership lacked benchmarking data, clarity on pay mix and commission rates, and formal terms covering eligibility, leave of absence, and state compliance.

Implementation posed a second challenge: configuring Xactly Incent to handle the multi-tier overrides, branch-level crediting, and territory nuances that generalist firms consistently missed. Sunstate needed a partner fluent in both compensation design and the equipment rental business.

Our Approach

- Benchmarked equipment rental industry compensation data to guide target pay, pay mix, & commission rates
- Designed and documented 14 distinct compensation plans, from territory-based OSR commissions to EBITDA-linked branch and district bonuses
- Built comprehensive terms and conditions covering eligibility, leave of absence, termination, clawbacks, and state compliance
- Staffed the implementation with a 15-year equipment rental industry veteran as lead consultant
- Validated the full compensation model end to end ahead of go-live

Results

- On-time go-live with zero defects and no post-launch rework
- 14 compensation plans fully designed, documented, and implemented in Xactly Incent
- An implementation built for how Sunstate's business actually runs, not a generalist template
- Sunstate's team fully enabled to own and evolve their SPM environment

Ready to optimize your compensation platform?
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