**How to make more money in your career at Axia**

The more income you drive within the agency, the more you’ll earn.

High-performance organizations implement pay-for-performance programs to reward the right behaviors and ensure individuals are motivated to drive organizational results.

As discussed during our employment interview, we generally do not provide annual salary increases for simply being on the job for another year. Our culture is that no one gets an annual raise simply for occupying the same seat or role for another year.

Instead, we seek high-performing employees with opportunities and incentives for the unlimited *earning* potential to make more money, based on five unique compensation opportunities, including a monthly profit-sharing program and more opportunities:

1. Improve top-line revenue
2. Improve the middle line
3. Refer great employment candidates
4. Maximize retirement match
5. Professional development

Here are the steps you can take to materially impact your value to the agency, our clients, and, ultimately, your personal earnings:

1. **Improve top-line revenue.**  
   Grow AGI from new, current, and past clients
   1. Retain your clients: Wow them.
      1. Be a trusted adviser.
      2. Demonstrate creativity.
      3. Earn great results.
   2. Increase your client billings by growing existing clients.
      1. Create an action plan to grow each client by 5-10% year over year.
      2. This pays a commission — for life (see below).
      3. It also improves your and your teammates’ monthly profit share.
   3. Earn a commission for life.  
      When we sign a new client from your introduction, we gladly pay you a percentage of its AGI when that lead becomes a client:
      1. 5% for scheduling the first meeting
      2. 5% when your idea or your conversation grows an existing client
   4. Ask a client for a referral (see “commission for life” above).
2. **Improve the middle line**  
   Eliminating waste or unnecessary expenses
   1. Identify areas to reduce or eliminate expenses associated with our agency’s overhead costs.
   2. Negotiate better rates with vendors. Ask for three quotes each with three options.
   3. Identify ways to create new or improve existing documented-proven processes that save time or save costs.
3. **Refer great employment candidates**  
   Earn $1,000 by referring a recommended candidate to an open employment opportunity.
   1. Earn a $500 bonus on their start date.
   2. Earn a $500 bonus on their 91st day.
4. **Maximize your contribution to the company’s 401K/IRA retirement plan match.**
5. **Learn a new skill or certification that attracts, retains, and grows clients.  
   Apply your professional development training and experiences to generate new results and value to the agency.**

Be sure to track your quarterly results associated with these five categories and share your success and accomplishments with your direct supervisor as an addendum to our quarterly 360º [5 Minute Performance Review](https://docs.google.com/document/d/1QNckqy8oagd4uspGckUh8uK_wIeUKeyAPyJLCuCjL0M/view) session.

Resources:

1. [Salary Increases Should Be Tied to Profitability, Not Longevity](https://agencymanagementinstitute.com/salary-increases-should-be-tied-to-profitability-not-longevity/)
2. [Annual Reviews: Why You Should Separate Performance and Pay](https://www.middlemarketcenter.org/expert-perspectives/annual-reviews-why-you-should-separate-performance-and-pay)
3. [The Case for Decoupling Performance Reviews from Salary Talks Medium](https://medium.com/duuoo-io/the-case-for-decoupling-performance-reviews-from-salary-talks-e3c3d7b77b46)