Offer and comp template

Plan assumptions, not legal advice. Bands on /team-buildout/ are illustrative 2026 US-metro ranges for AI and AI-security scale-ups.

Candidate:
Role:
Stage:
Start date:
Pair hire with:

Cash

Base:
Variable:
OTE:
Split (e.g. 50/50, 75/25, 70/30, 80/20, base + bonus):

Illustrative bands (delete the rows you are not using):

ROLE	OTE / CASH	SPLIT
Enterprise AE	$300-330K	50/50
BDR / SDR	$90-110K	75/25
Sales Engineer	$230-260K	70/30
FDE	$220-280K	80/20
GTM Engineer	$160-200K	Base + bonus
Velocity / MM AE	$200-250K	50/50 to 60/40

Quota and mechanics (sellers)

Annual quota:
Quota-to-OTE (target 3-3.5x for Enterprise AE):
Accelerators (default 1.25x above plan, no cliffs):
Pipeline-generation gate (~10% of variable on PG for Enterprise AE):
Recoverable draw / guarantee (if any, and through which month):

BDR: paid on held meetings that convert to Stage 2. Never on dials.

SE: variable on POV win rate and POV cycle time. Coverage 1:3 with AE.

FDE: bonus on POV wins and on repeats that get productized. Coverage 1:2-3 strategic.

Velocity AE: paid on tier wins and conversion SLAs, not discovery volume.

Plan assumptions (do not put these in the offer letter as promises)

Year-one yield versus quota: 55-60%.
Haircut on new and ramping seats: about 30%.
A new AE seat returns about $600K in its first twelve months against a $1.0M steady-state standard.
Nobody carries a full number before month seven.

Ramp gates (point to the scorecard and /team-buildout/#ramp):

- Day 30:
- Day 60 (second miss opens backfill that day):
- Day 90:

Approvals

Hiring manager:
Finance / CEO:
Candidate signed:
Date:
