

Topic: Compensation Panel

Our three panelists from SaskTel, Tbaytel, and Bell will give an overview of their current compensation plan followed by Q&A. Panelists will touch on incentives and spiffs, motivating your sales team, plans to avoid, next steps with their own compensation plans, and more.

Panelist: Francois Verdant – Director, Channel Compensation at Bell



Francois is a 28-year experienced telecom professional. Over this time, he has lead Sales operations, Performance management, Finance, and Compensation. He has also supported Wireline and Wireless groups in the Consumer and Business segments. He’s currently leading a team accountable for compensation plan design and execution for internal Bell employees and external partners.

In his view, compensation programs are most effective when aligned with all key areas of the business. In fact, what he enjoys the most from his role is investing time in gathering information with stakeholders, getting a deep understanding of the strategy and business problems, and formulating recommendations.

Francois is the recipient of three Bravo Awards – this highest distinction at Bell. Outside of work, Francois takes every opportunity to step outdoor. He enjoys cycling, kayaking and skiing.

Panelist: Justin Nucci, Director – Sales, Tbaytel



Justin started his journey with Tbaytel at the onset of 2009, in roles spanning Enterprise Marketing & Sales Coordinator, Customer Relationship Manager, Manager – Business Sales, and now Director – Sales. His current role oversees four distinct sales channels including Business Sales, network of Sales Partners, Tbaytel’s Store, and Direct to Consumer team.

Justin served for nearly 7 years on the Big Brothers Big Sisters Thunder Bay Board of Directors. During his tenure, he held a variety of positions including President as well as key fundraising positions to support operating costs of the agency. He currently sits on the CETS board of Directors, having previously served three terms as Co-Chair.

Justin was born and raised in Thunder Bay, Ontario. He (chaotically) lives with his wife (Brittaney), 5-year-old daughter (Mia), 3-year-old son (Leo), 5-month-old daughter (Ivy), and dog (Rosie)! He holds an Honours

Bachelor of Commerce degree, with a double major in Management and Marketing from Lakehead University. He leads an active lifestyle, including playing various organized sports such as football and hockey.

Panelist: Mark Thomas - Consumer Sales Director, SaskTel



- SaskTel for 25 Years
- Started as outbound direct sales agent.
- Customer Service Technician – all customer/ district install and repair.
- Inbound/ Outbound Sales Manager – contact centre.
- Small Business Sales Manager – contact centre.

–Retail Store Manager.

–Account Receivable and Collections Manager (built SaskTel sales credit check tool).

–Accounts Receivable / Operator Service Director.

–Sales Director (11 plus years).

–JD Powers Award multiple times.

–In our spare time we are Subway multi-unit owners (12 Years – top two stores - highest sales in our city).

–All things small – medium business as entrepreneurs.

–Management/Sales/Recruiting Consulting (Sales and Hospitality).