



# Client Services 2025 NA Bonus Program

## Quarterly Bonus Plan: Client Services Team

Everyone can earn up to \$1,000 every quarter.

New developments and acquired locations are not included in goal measurement.

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### 1. Enquiry to Enrollment Conversion Rate – Up to \$500

- **Goal:** Convert a greater number of enquiries into enrollments.
- **Target:** Average of 28% or more E-V-E for U.S.
- **Bonus Structure:**
  - 27% Conversion: Earn \$250
  - 28%+ : Earn \$500

### 2. Meeting NA Enrollment Goals – up to \$500

- **Goal:** Support and align with NA enrollment targets.
- **Target:** Meet or exceed the quarterly FTE enrollment goal, measured as an average of the three months.

#### Bonus Structure:

- 95%-99% of NA Target: Earn \$250
  - **Q1: 95% = Average FTE of 23,229**
  - **Q2: 95% = Average FTE of 24,087**
  - **Q3: 95% = Average FTE of 23,556**
  - **Q4: 95% = Average FTE of 24,396**
- 100%+ of NA Target: Earn \$500
  - **Q1: 100% = Average FTE of 24,451**
  - **Q2: 100% = Average FTE of 25,355**
  - **Q3: 100% = Average FTE of 24,796**
  - **Q4: 100% = Average FTE of 25,680**