YOUR  
LOGO

**COMPANY NAME**

COMPENSATION STRATEGY PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for considering [Your Company Name] to support your compensation strategy. We help businesses design fair, competitive, and scalable pay structures that attract talent, ensure equity, and align with company goals.  
  
This proposal outlines how we will support [Client Name] in developing a clear, data-driven compensation strategy.

# Problem or Opportunity

[Client Name] is seeking to improve how they manage employee compensation to address retention, internal equity, market competitiveness, or budgeting challenges.

# Proposed Solution

We propose a comprehensive compensation strategy project that includes pay benchmarking, internal pay structure review, and strategy development.  
  
Key Benefits:  
- Increased employee trust and satisfaction  
- Better talent attraction and retention  
- Risk reduction around pay equity and compliance

# Scope of Work

Our compensation strategy services include:  
  
- Compensation philosophy development  
- Salary benchmarking and market analysis  
- Job leveling and pay band creation  
- Internal pay equity review  
- Total rewards framework (base, bonus, incentives)  
- Implementation guidance and communications

# Timeline

Estimated schedule for analysis, strategy development, and rollout:

|  |  |  |
| --- | --- | --- |
| Milestone | Description | Estimated Date |
| Kickoff & Discovery | Review goals, roles, and data | [Start Date] |
| Benchmarking & Analysis | Market and internal compensation review | [Date] |
| Strategy Development | Create compensation structure and plans | [Date] |
| Delivery & Training | Present strategy and documentation | [Completion Date] |

# Pricing

Estimated pricing for compensation strategy development:

|  |  |  |
| --- | --- | --- |
| Service | Description | Cost |
| Benchmarking & Equity Review | Market and internal analysis | [Amount] |
| Compensation Design | Pay bands, incentives, rewards | [Amount] |
| Delivery & Documentation | Reports and communications | [Amount] |
| Total |  | [Total] |

# About Our Company

[Your Company Name] is a compensation and HR strategy firm serving small and midsize organizations.  
  
- Experience: [X] years in compensation design and compliance  
- Expertise: Pay equity, leveling, incentive structures  
- Mission: To build compensation systems that are fair, competitive, and aligned with your business strategy

# Case Studies / Testimonials

Case Study: [Previous Client Name]  
  
- Project: Compensation review for tech startup  
- Outcome: Created scalable salary bands and improved employee transparency  
  
Testimonial:  
“[Your Company Name] helped us build a strategy we can grow with—and employees appreciate the clarity.” — [Client Name], [Title], [Company]

# Terms and Conditions

Payment Terms: 50% at start of project, 50% upon delivery of final deliverables.  
Confidentiality: All compensation data will be handled confidentially and securely.  
Revisions: One revision round is included after final delivery.

# Acceptance

To begin your compensation strategy engagement, please sign below.  
  
Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Name: [Client’s Printed Name]  
Title: [Client’s Title]  
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_