

# SALES COMPENSATION

ANALYZE THE EFFECTIVENESS OF CURRENT PLANS, DETERMINING KEY ORGANIZATIONAL GOALS AND METRICS, AND DESIGN A ROBUST SALES PROGRAM THAT GENERATES REVENUE AND MOTIVATES YOUR SALES TEAM TO OVERACHIEVE

## WHY SALES COMPENSATION DESIGN IS ESSENTIAL:



- Ensures plan performance measures are aligned with job content and company goals
- Sales teams have a direct impact on the achievement of revenue and growth targets
- Properly designed sales compensation plans self-fund

### DO

1. Eliminate discretionary measures from your plan
2. Ensure your plan document addresses recurring revenue, cancelled sales, account changes, discounts, windfalls, etc.
3. Require participants to sign an annual contract with goals, rates, and key plan elements



### DON'T

1. Include elements that do not have a direct impact on sales
2. Cap earnings
3. Include positions that do not have responsibility for persuading customers to buy your products and services



## CLIENT STORY

**Situation:** A client was in the midst of being acquired and concerned about losing sales personnel. They hired us to identify and fix plan components that were demotivating their 78-person sales force.

**Solution:** We gathered and analyzed plan information and quickly discovered several plan elements were outside the control of the participants but reduced their earnings. We presented to the sales leadership team and recommended changes that were mutually beneficial to participants and the company. They implemented the recommended changes and did not lose any salespeople.

## WHY HIRE US?

We have deep experience with sales compensation design, we customize solutions to each client, and we leverage our toolkit to save you time and money. We work with you to build a plan that meets with your goals and objectives and we analyze and model various scenarios to ensure the proposed plan behaves as expected.



**CompensationWorks**