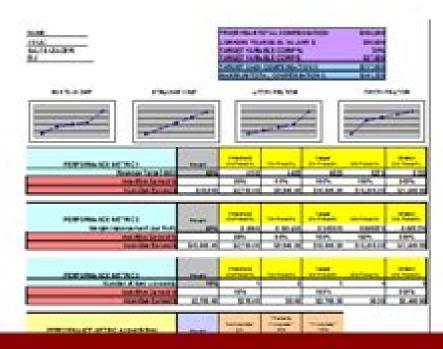
# 7E. Incentive Compensation Structure Example

- Sales professionals perform best when rewards are directly linked to individual performance
- 3-4 balanced metrics can be used to drive desired results while minimizing dysfunctional behavior



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# **Effective Sales Incentive Compensation**

**Johnie Parsons** 

#### **Effective Sales Incentive Compensation:**

The Complete Guide to Sales Force Incentive Compensation Andris Zoltners, Prabhakant Sinha, Sally Lorimer, 2006-08-07 A well designed and implemented incentive program is an essential tool for building a motivated highly effective sales force that delivers the results you need Incentive programs are seductively powerful but complicated instruments Without careful planning and implementation they can be too stingy to motivate too complex to understand too guick to reward mediocre results and too difficult to implement The Complete Guide to Sales Force Incentive Compensation is a practical accessible detailed roadmap to building a compensation system that gets it right by creating motivating incentives that produce positive outcomes Packed with hundreds of real life examples of what works and what doesn t this important guide helps you Understand the value of building an incentive plan that is aligned with your company s goals and culture Avoid the common trap of overusing incentives to solve too many sales management problems Measure the effectiveness of your current incentive program employing easy to use tools and metrics for pinpointing its weak spots Design a compensation plan that attracts and retains successful salespeople including guidelines for determining the correct pay level the best salary incentive mix the proper performance measures and the right performance payout relationship Select an incentive compensation plan that works for your organization then test the plan before it is launched Set territory level goals that are fair and realistic and avoid overpaying the sales force or demoralizing salespeople by having difficult goals or not fairly assigned Create and manage sales contests SPIFFs Special Performance Incentive for Field Force and recognition programs that consistently deliver the intended results Manage a successful transition to a new compensation plan and build efficient administration systems to support your plan Filled with ready to use formulas and assessment tools and a wealth of insights from frontline sales managers and executives The Complete Guide to Sales Force Incentive Compensation is your hands on easy to read playbook for crucially important decisions Effective Sales Incentive Compensation John Wilson Barry, Porter Henry, 1981 The Complete Guide to Sales Force Incentive Compensation Andris A. Zoltners, Prabhakant Sinha, Sally E. Lorimer, 2006 Designing an incentive plan to turn sales reps into sales superstars If you re like most sales leaders your incentive program is a constant challenge as you try to jumpstart sales energize a geographically dispersed and autonomous workforce and motivate salespeople to achieve ambitious revenue goals And sometimes it seems like you just don t know what works your products and markets are changing the incentive program that was so successful last year no longer produces the desired results or perhaps the generous incentive program you created has yielded a corps of highly paid salespeople who spend most of their time on existing clients and minimal time generating new business and threaten to walk away with your customer base if you scale back paychecks Incentive programs are seductively powerful but complicated instruments Without careful planning and implementation they can be too stingy to motivate too complex to understand too quick to reward mediocre results and too difficult to implement But a well designed and implemented incentive program is an

essential tool for building a motivated highly effective sales force that delivers the results you need The Complete Guide to Sales Force Incentive Compensation is a practical accessible detailed roadmap to building a compensation system that gets it right by creating motivating incentives that produce positive outcomes Packed with hundreds of real life examples of what works and what doesn t this important guide helps you Understand the value of building an incentive plan that is aligned with your company s goals and culture Avoid the common trap of overusing incentives to solve too many sales management problems Measure the effectiveness of your current incentive program employing easy to use tools and metrics for pinpointing its weak spots Design a compensation plan that attracts and retains successful salespeople including guidelines for determining the correct pay level the best salary incentive mix the proper performance measures and the right performance payout relationship Select an incentive compensation plan that works for your organization then test the plan before it is launched Set territory level goals that are fair and realistic and avoid overpaying the sales force because goals are too easy or demoralizing salespeople by having goals that are too difficult or not fairly assigned Create and manage sales contests SPIFFs Special Performance Incentive for Field Force and recognition programs that consistently deliver the intended results Manage a successful transition to a new compensation plan and build efficient administration systems to support your plan Every year corporations spend 200 billion compensating their sales forces with extremely mixed results Make sure every dollar you spend is helping to achieve your goal of creating an empowered effective sales force that drives your company's success Packed with ready to use formulas and assessment tools and a wealth of insights from frontline sales managers and executives The Complete Guide to Sales Force Incentive Compensation is your hands on easy to read playbook for crucially important decisions What Your CEO Needs to Know About Sales Compensation Mark Donnolo, 2013-01-15 Mark Donnolo applies years of firsthand knowledge as a leading sales consultant for Fortune 500 companies to address the tough questions leaders should be asking Featuring real lessons from the field and valuable thought models What Your CEO Needs to Know About Sales Compensation enlightens you about how miscomprehension at the higher levels leads to fundamental misalignments between sales strategy and organizational goals Insights from C level executives showcase that the way a company designs its sales compensation program has a greater impact on behavior and results than any sales training sales management method or leadership message Most tangibly the book s expert Revenue Roadmap identifies the four major competency areas and sixteen related disciplines that must connect for an organization to grow profitably Insight Sales Strategy Customer Coverage Enablement By striking a happy balance between overcompensation and under compensation your sales plan will gain the momentum needed to power the performance of the entire business Sales Force Management Mark W. Johnston, Greg W. Marshall, Jessica L. Ogilvie, 2025-03-31 This 14th edition of Sales Force Management continues to build on the book s reputation as a contemporary classic fully updated for modern sales management teaching research and practice By identifying recent trends and applications Sales Force Management

combines real world sales management best practices with cutting edge theory and empirical research in a single authoritative source The authors have strengthened the focus on the use of technology in sales management including the use of AI in predictive sales analytics updated the content to reflect the enduring impact of the Covid 19 pandemic and revised the case studies and features throughout Pedagogical features include the following All new Thought Bubblers posing international challenges regularly encountered by sales managers to develop students cultural intelligence and ability to handle cross cultural interactions with ease Engaging breakout questions designed to spark lively discussion Leadership Challenge assignments at the end of every chapter to help students understand and apply the principles they have learned in the classroom Minicases updated to reflect contemporary B2B industry settings that today s graduating sales students will find themselves in such as technology sales roles Leadership Innovation and Technology boxes that simulate real world challenges faced by salespeople and their managers Ethical Moment boxes in each chapter put students on the firing line of making ethical choices in sales Role Play exercises at the end of each chapter designed to enable students to learn by doing This fully updated new edition is an invaluable resource for students of sales management at both undergraduate and postgraduate levels Online supplementary resources include an Instructor's Manual and PowerPoint lecture slides Sales Force Total Reward Strategy Michael Dennis Graham, Ali Riyaz, 2019-01-08 With a tight labor market and continuing pressure to expand sales channels and grow sales volumes sales representatives must make significant contributions Unfortunately many organizations have yet to realize that their reward programs are not effective in motivating sales force employees to accomplish the organization s strategy. The key is to align the firm s people and reward strategies in ways that reinforce the behavior and performance of the sales force that is required to support the organization s overall organization strategy This book is more than why refreshing your sales force reward strategy is needed it covers the how to in order to accomplish this critical improvement in your sales force total reward strategy Authors Graham and Riyaz reunite to take on the subject of Sales Force Total Reward Strategy They share their deep experience on this important aspect of organizational IT Consultant Diploma - City of London College of Economics - 12 months - 100% online / self-paced success City of London College of Economics, Overview This course deals with everything you need to know to become a successful IT Consultant Content Business Process Management Human Resource Management IT Manager's Handbook Principles of Marketing The Leadership Information Systems and Information Technology IT Project Management Duration 12 months Assessment The assessment will take place on the basis of one assignment at the end of the course Tell us when you feel ready to take the exam and well send you the assignment questions Study material The study material will be provided in separate files by email download link Executive MBA in IT - City of London College of Economics - 12 months -100% online / self-paced City of London College of Economics, Overview An MBA in information technology or a Master of Business Administration in Information Technology is a degree that will prepare you to be a leader in the IT industry Content

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**Sales Reward Programs, Second Edition** David J. Cichelli, 2010-07-16 The classic guide to raising your bottom line with the perfect compensation strategy fully revised and updated Sales compensation WORKS Nothing motivates a sales force better than a powerful compensation program And when your salespeople are motivated revenue soars But how do you design a program ideally suited for your business strategy and organizational needs It's a delicate balance that makes all the difference between profit and loss More and more sales leaders have turned to Compensating the Sales Force to help them discover problems in their present system and create a compensation program that works best for their needs Now in the second edition of this authoritative jargon free handbook sales compensation guru David I Cichelli brings you completely up to date on setting target pay selecting the right performance measures and establishing quotas He supplies clear guidelines for building the right compensation plan for any type of firm of any size in any industry and he offers step by step procedures for implementing each approach In Compensating the Sales Force second edition Cichelli has substantially expanded the book s popular formula section and he provides brandnew examples of Income producer plans Sales rep commission plans Bonus plans Incentive plans Base Salary management plans The book also includes all new chapters for global complex sales organizations and hard to compensate sales jobs Using the lessons in Compensating the Sales Force you ll construct and calculate accurate formulas for payout purposes and establish highly efficient support programs such as sales crediting and account assignment Complete with dozens of real world examples that illustrate important points and demonstrate specific techniques and procedures Compensating the Sales Force provides all the tools you need to design and implement a sales compensation plan that maximizes profits and keeps them climbing With brand new chapters on GLOBAL SALES TEAMS amd COMPLEX SALES ORGANIZATIONS Praise for the first edition of Compensating the Sales Force If your company is refocusing its efforts on sales revenue enhancement you must read this book If you want motivated salespeople and superior sales results act on its content Noel Capon R C Kopf Professor of International Marketing Chair of Marketing Division Graduate School of Business Columbia University This book provides great guidance for any business leader who wants to capitalize on sales compensation as a tool for driving business results Rick Justice Executive Vice President Worldwide Operations and Business Development Cisco Systems Dave Cichelli is the premiere sales compensation educator today You will immediately find this work informative helpful and thought provoking Mark Englizian former Director of Global Compensation Microsoft Corporation The Oxford Handbook of Strategic Sales and Sales Management David W. Cravens, Kenneth Le Meunier-FitzHugh, Nigel F. Piercy, 2012-11-22 The Oxford Handbook of Strategic Sales and Sales Management is an unrivalled overview by leading academics in the field of sales and marketing management Sales theory is experiencing a renaissance driven by a number of factors including building profitable relationships creating delivering brand value strategic customer management sales and marketing relationships global selling and the change from transactional to customer relationship marketing Escalating sales and selling costs require organisations to be more focused

on results and highlight the shifting of resources from marketing to sales Further the growth in customer power now requires a strategic sales response and not just a tactical one The positioning of sales within the organisation the sales function and sales management are all discussed The Handbook is not a general sales management text about managing a sales force but will fill a gap in the existing literature through consolidating the current academic research in the sales area The Handbook is structured around four key topics The first section explores the strategic positioning of the sales function within the modern organisation The second considers sales management and recent developments The third section examines the sales relationship with the customer and highlights how sales is responding to the modern environment Finally the fourth section reviews the internal composition of sales within the organisation The Handbook will provide a comprehensive introduction to the latest research in sales management and is suitable for academics professionals and those taking professional qualifications in sales and marketing

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