

Sales Compensation Assessment

A sales compensation plan that is not well designed has negative consequences in the business. Frequent assessment and adoption are necessary to avoid issues and boost performance.

Program Details	Problem Identification	Statistics
Type of measures used	High turnover of sales people Low customer dissatisfaction Lack of team collaboration High revenue fluctuation Abnormal distribution of performance Best performers are not the best earners Sales not motivated to outperform Sales are unprofitable Sales concentration in specific product Low cross/upsell ratio High churn of clients	How many sales people reach/exceed/not make targets in %
Type of payoff (eg. Bonus, commission)		Total cost of incentives vs. Revenues
Mechanics used (eg. Caps, linkage)		Team performance and earnings distribution
Target allocation		