

Consultants in Salesforce Compensation Design

Designing incentive plans for your salesforce can be an art — but too often it's turned into a science — a science full of algorithms that neither your sales people understand, nor can your company administer. **It doesn't have to be that way.**

We have been designing incentive plans for sales organizations now for over twenty years all over the world. We follow a few straightforward design principles and have had significant success at developing incentives programs that actually work. Work in meeting client company's goals. Work in motivating the right salesforce behaviors. Work for ease of understanding and administration.

Here's how we do it: We ask salient discovery questions to assure that we understand your strategies, context and program objectives; we analyze your current practices and competitive compensation positioning; we walk you through a template of decision points that help frame the plan design.

Once we center on a plan design, we'll run models and scenarios to assure you know the range of possible outcomes and permutations. Then we'll draft a plan outline and collaboratively tighten the language to make sure you're comfortable.

Once finalized, we prepare the plan documentation and the communication messaging to announce and explain the program changes.

Net net, we'll make the whole process painless for you.

Our plan designs consistently:

- ◆ Reward the performance levels you seek
- ◆ Motivate the behaviors you need
- ◆ Differentially reward your top performers
- ◆ Are simple and straightforward, equitable and attainable
- ◆ Provide a clear guide for salespeople, sales managers and administrators
- ◆ Are comprehensive enough that most contingencies are covered and future disputes or controversies avoided



How We Work

We consider strategic, operational and organizational factors, think across different time and priority horizons and assure an integrative view across functions.

We bring to bear current expertise and knowledge of other industries and best practices; we provide an assessment of readiness to change and what will be needed.

We transfer skills and build the capability to make change happen; we help executive teams make difficult decisions and tradeoffs; we earn trust, but stay independent.

**We Deliver Results,
Not Reports**