



SALES COMPENSATION SOLUTIONS

Sales Compensation is an integral part of Sales Force Management. Studies show, that while motivated salespeople are far more likely to maximize sales, many sales compensation plans actually fail to motivate salespeople.

A successful sales compensation plan should be tailored to the type of business and the stage of growth of the company and needs to be adjusted to the company's business model, goals, culture, and history of compensation. While there isn't one single best practice, there are clear dos and don'ts, as well as options to create the most effective model for your company and situation.

There are many aspects to consider when crafting a compensation plan, but there is also a broad consensus that the plan needs to be simple. It should be crystal clear to the salesperson which behaviors and which outcomes you are rewarding. A well-designed sales compensation plan incentivizes sales activities that support the company's goals, as well as the individual goals. In an era when managers can access data on everything that happens inside their firms, successfully managing a sales force should be much less of an art and much more of a science.

Introducing a new sales compensation model is a change management process which needs to be identified as such and managed accordingly. Communication is an extremely important step, which is most often overlooked. The sales force is going to judge the overall success of the new plans based on how it is rolled-out and how well they understand the components and mechanics.



The Altix integrated Sales Compensation approach builds on your goals and delivers a solution which is built on industry best practices that are optimized for your company situation.



Altix Partners are seasoned industry executives who have personally lead sales teams and who know what works and what doesn't. Our team of industry veterans can help you and your team deploy game-changing innovative solutions through proven and time-tested methods.