

Sales Compensation Strategies and Incentive Plans

An engaged sales force is critical to organizational success — and attracting, retaining, and motivating talent is often an organization's greatest challenge. Effectively aligning sales compensation and incentive plans with sales strategies keeps your sales force focused on your top priorities, growing your top and bottom line as well as your market share.



What We Can Do for You

When designed right, sales compensation strategies and incentive plans generate meaningful and practical results. With every project, our goal is to help you reinforce your sales priorities, elevate your sales performance, retain your best salespeople, and capture significant returns on your compensation investment. We accomplish this by:

- Incorporating sales strategy, sales roles and processes, best practices of high-performing sales organizations, and the drivers of results that sales representatives influence
- Engaging sales, operations, and HR specialists to identify and quantify financial, market share, and talent management priorities

Our Approach

We start each project by taking the time to discuss your objectives and understand your current structure, working to uncover not only what works and what doesn't, but the reasons why. From there, we craft ideal pay strategies and incentive plan designs and work with you to refine the possibilities to fit the culture of your organization. Specific areas of focus include:

- Focusing sales representatives' sales efforts
- Elevating or sustaining sales organization performance
- Providing fairness in performance goals and appropriate pay for results delivered across customers, products/services, sales roles, and channels
- Retaining top sales talent
- Ensuring sales compensation spend is reasonable, predictable, and generates an attractive performance return
- Embedding integrity and flexibility, enabling pay strategy and incentive design to be responsive to evolving market pressures, business priorities, and strategies

In addition, our services span 'health checks' on current programs and plans, providing support in effectively implementing and communicating new plans, and ensuring the efficient administration of sales compensation programs.

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Creating a clear strategy for how your talent supports business goals is a fundamental necessity for any successful organization. That “people strategy” makes HR policies, employee benefit programs, compensation and rewards programs, and employee messaging more consistent, efficient, engaging, and cost-effective. The strategy also helps guide inevitable business challenges such as change management, service delivery, salesforce effectiveness, organizational development and strategic planning.

Why Choose Us?

Our sales compensation experience spans a wide range of industries, with particular depth in industrial automation, software, cable, online and mobile advertising, food processing, medical services, hospitality, retail, and office furniture and work spaces. Our team has decades of experience in both consulting and sales management roles, meaning that we have the necessary objectivity and cross-industry knowledge, as well as the day-to-day understanding of sales operations. All of this ensures that your sales compensation plans will be true operating tools to help you achieve your business goals, and to engage and motivate your sales people.

Learn More

To find out more contact our Career Practice consulting team at **1 866.355.6647** or **hrconsulting@xerox.com**.

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