

The Business Owner Guidebook to Building a Better Company

For the People Side of Your Business

Incentivizing Sales Performance

Recommendation

If you are losing good salespeople or not getting great results, make the effort to find out why. Is it the culture of your company, a poor leader or other internal factor?

If not, consider the following questions about your current compensation plan:

- How does the plan compare relative to the competitions or industry?
- Are you securing revenue of 3x a salesperson's compensation plan?
- Does the plan have more than 3 variables?
- Does the plan focus the sales team's behaviors on the right sales priorities?

The EXCELERANT Option



An EXCELERANT certified professional works together with you to create a sales compensation plan that is tailored to your company's specific needs and objectives.

We can help with:

- Assessing your plan's strengths and weaknesses
- Improving our current plan to align with company goals and objectives
- Benchmarking compensation levels compared to the market
- Communication around the new plan launch

Incentivizing Sales Performance

Answer the following questions.

Is it the culture of: your company a poor leader other internal factor: _____

If not, consider the following questions about your current compensation plan:

- How does the plan compare relative to the competitions or industry?

- Are you securing revenue of 3x a salesperson's compensation plan? YES NO
- Does the plan have more than 3 variables? YES NO
- Does the plan focus the sales team's behaviors on the right sales priorities? YES NO

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COMMITMENTS: I commit to exploring the following:

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TIMELINE

Q4 of 2023	Q1 of 2024	Q2 of 2024	Q3 of 2024	Q4 of 2024

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WHO WILL BE YOUR COACH?

NAME	
CONTACT INFO	



EXCELERANT®

For the people side of your business.

About EXCELERANT

EXCELERANT, based in Acadiana, works within companies to develop people-related practices in a pragmatic way that fits the company's unique culture, respects their expertise and helps to keep the focus on business as the company continues to grow. EXCELERANT has experience supporting successful companies across industries in various areas of company development, leadership training and coaching, meeting facilitation, and strategic human resources.

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For the EXCELERANT experience, visit www.EXEXP.com