

# Incentivizing Sales Performance

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## The Challenge

Keeping the sales team engaged and eager to produce results.

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*What causes it?* Changes in company strategy, market focus or sales role can create a misalignment of sales compensation and performance. Also, a well-meaning but overly complicated compensation plan can cause confusion, lack of focus and poor results. Companies can focus on overcompensating the top performers (“A” players) while trying to get rid of low performers (“C” players). While doing this, they lose focus on the middle ground, or “B” players.

*You know it when you see it:* Your sales compensation package needs a redo if it incentivizes sales people to spend time, money and energy on the wrong kind of sales activities, or worse, the wrong target prospects and customers. Alternatively, your company could have the right compensation package, but you’re still experiencing the loss of salespeople to your competitors.

*Assess your company...*

*I wish I could incentivize my sales people to actually sell.*

*I can't afford to lose any more good sales people to the competition.*

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## 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

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*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 2024	Q1 of 2025	Q2 of 2025	Q3 of 2025	Q4 of 2025

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**WHO WILL BE YOUR COACH?**

NAME	
CONTACT INFO	