

### Guest,

#### Welcome to:

10 Considerations for Driving Exceptional Performance Through Your Sales Compensation Program

Presented by Lighthouse Consulting Services, LLC



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### Clear-Cut Positioning Philosophy & Program Objectives (for example)

- Attract & retain top performers
- · Incent the right performance & behavior
- · Ensure the program is cost-effective & provides a solid ROI



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# Goal Focus & Alignment

- · Align sales goals, carefully, with overall Company
- · Level the playing field in territory goal/ quota setting



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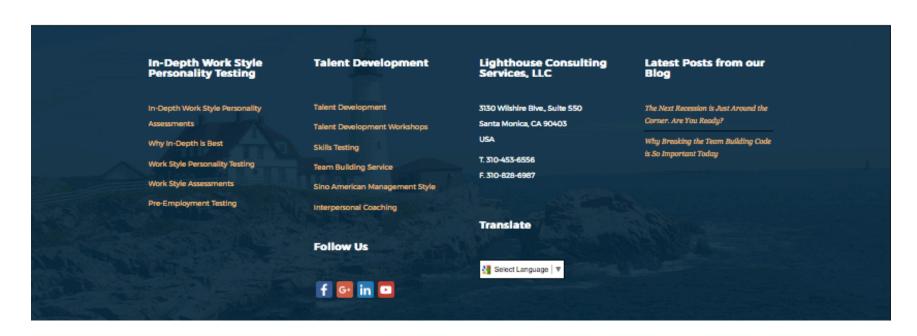














## Role Clarification and Alignment

- · Clarify roles to ensure holistic performance · Hunters, farmers, etc.
- · Ensure job descriptions reflect the desired focus on key
  - Prospecting, selling, post-sales service, & administration
- · Ensure titles reflect roles and desired mix of accountabilities



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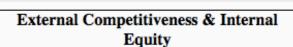






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- · External Competitiveness & Internal Equity
- · Check to ensure pay is fair & internally equitable



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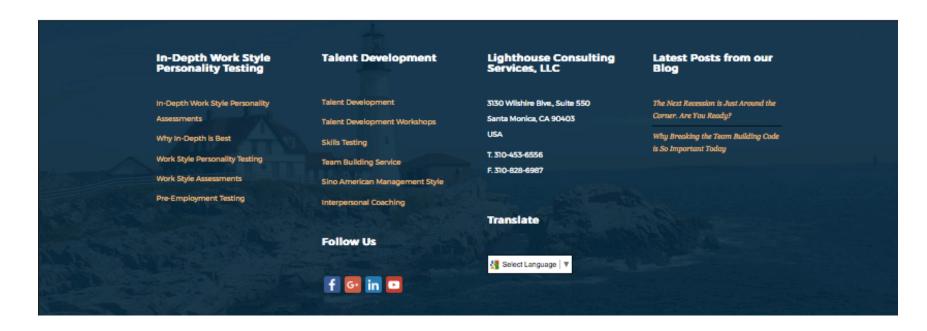














### Relationship Between Pay and Performance

· Offer salaries that are high enough to meet security needs, but low enough to provide attractive upside earnings opportunities



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### Plan Design

- · Quantitative & qualitative goals
- · Bonuses vs. Commissions



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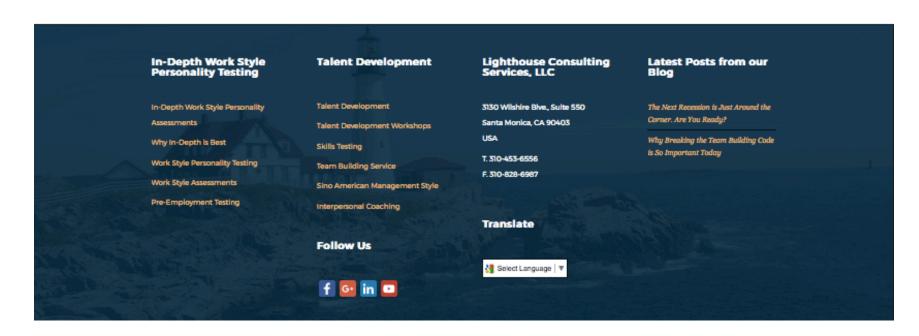














### Transparency & Clarity

· Ensure staff members understand how they can best benefit the Company & themselves under the Sales Compensation Plan



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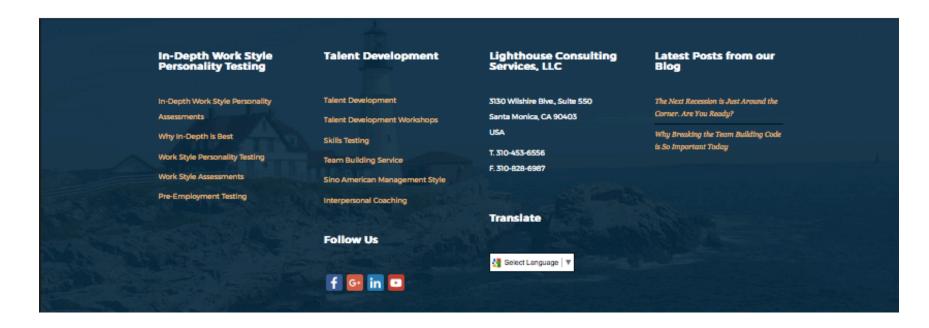














# Right People, Properly Trained, in the Right Place at the Right Time

- · Evaluate sales force for performance AND potential
- · Incorporate succession plans to ensure continuity



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## **Sales Compensation Provisions**

· Include all pertinent provisions (e.g. mid-course hires, separations, leaves, windfalls, splits) into written sales plan communication document



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Why Breaking the Team Building Code is So Important Today



# Ease of Administration

- Clarify responsibilities for administering the sales compensation plan
- · Incorporate appropriate tools, procedures & reports for simple administration

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Cost Effectiveness & Return on Investment (ROI)

- · Incorporate controls to ensure payout levels don't get out of hand
- · Model plan to ensure appropriate pay-for-performance leverage and satisfactory return on investment (ROI)



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### Summing it Up

- · It all starts with hiring great sales professionals
- Sales people will figure out how to make the most \$\$\$
- · Incent the right performance & behavior
- · Plan communication is just as important as Plan Design

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