

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 goals
- 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 elements
  - Prospecting, selling, post-sales service, & administration
- Ensure titles reflect roles and desired mix of accountabilities



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## External Competitiveness & Internal Equity

- 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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## 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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