



Sales Compensation Plan Modeling = Increased Sales Performance!

Most direct selling organizations find it very difficult to thoroughly model a sales compensation plan or make a change to an existing plan and assess how it works before it is rolled out to the salesforce. This occurs because most software systems lack easy-to-use tools that can build models. Internal staff are challenged with building a model and interpreting results that are hard to review due to lack of rich reporting and analysis. Missed opportunities occur when you're not able to assess key performance drivers and determine where the compensation plan is failing.

Sales strategy, compensation structure, performance results and behavior must work harmoniously or productivity will be jeopardized. With solid sales compensation management software-overpayments, underpayments, missed promotions and qualifications based on recruiting, sales behavior and the ability to recognize top performers are just a few of the key capabilities of a system that provides modeling. When a compensation plan is properly modeled- organizations can expect how the plan will work before it goes live into production, resulting in increased retention, high motivation and positive morale at all levels of the salesforce.

Greg Fink
Thatcher Technology Group, LLC
gfink@thatchertech.com