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**SALES COMPENSATION DESIGN – Developing Incentive Plans that Work**

**MODULE 1**

**Sales Organisation Success**

* Identify how the sales strategy and growth phase affect sales compensation planning.
* Demonstrate how sales job content drives sales compensation solutions.
* Identify the five “classic” variable compensation programmes.
* Describe how the management philosophy affects compensation planning.
* Describe how the growth phase affects sales compensation design choices.

**MODULE 2**

**Key Sales Compensation Principles**

* Describe key sales compensation principles.
* Identify “centre practice” for each of the design principles.
* Describe how each principle affects other principles.
* Assess how your company is applying these sales compensation design principles.

**MODULE 3**

**Sales Compensation Formulas**

* Describe the five types of incentive formulas.
* Know the difference between commission and bonus formulas.
* Calculate a commission formula.
* Calculate a bonus formula.
* Define and use the concept of “linkage.”
* Select the right base salary management programme.
* Describe special design choices.

**MODULE 4**

**Assessment – Design – Implementation – Management**

* Assess the current sales compensation plans.
* Follow a proven design process.
* Ensure effective implementation of the new pay plans.
* Recommend ongoing programme management methods.