Incentive compensation can help sales organizations adapt to shifting pressures in the sales landscape.

90% changed their compensation programs in 2020.

Rewarding high performance gives sellers a reason to go the extra mile to hit numbers, despite difficulties. Still, without a plan for design and management, incentive compensation can create more problems than it fixes.

<50% Less than half of sellers made quota in 2020.

To get the most value, you need to rise above the challenges associated with managing incentive compensation, especially as the sales landscape continues to grow and evolve.

CHALLENGE
Confusing compensation plans impact sales team engagement

Incentive compensation plans motivate high performance—sellers understand how they're structured, how to earn incentives, and most importantly, how they'll be paid. Confusing compensation plans can create more problems than it fixes.

CHALLENGE
Spreadsheets are limited by design

Most organizations still use spreadsheets to track incentive compensation, but they're notorious for error-prone, tedious, and time-consuming to manage.

CHALLENGE
Forecasting doesn’t always paint a clear picture

Accurate sales forecasts are important to business health and sales team morale—and errors can affect sales management or rep’s compensation.

CHALLENGE
Lack of data integration skews forecasts

Sales organizations increasingly use data to identify promising opportunities and shape forecasts. Lack of data integration skews forecasts.

Stay ahead of the compensation curve

Get our complete guide to building a sales performance management strategy.