Overcome compensation challenges and incentivize sales wins

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 careful planning 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.

8–12 weeks*

CHALLENGE
Spreadsheets are limited by design

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

34%

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’s or reps’ compensation.

40% of sales organizations said they met or missed most of their objectives.

<50%

CHALLENGE
Lack of data integration skews forecasts

Sales organizations increasingly use data to identify promising opportunities and shape forecasts.

51%

It’s time to climb higher

Even if you already have an incentive program, the sales landscape continuously evolves. Adaptability is crucial to your compensation strategy’s success—especially when your competition is ahead of the curve.

90% of top performing companies used sales associates with incentive programs.

75% of the highest growth companies in the world will deploy a revenue operations model to drive growth through operational efficiency.

70% of the highest growth companies have already automated their financial operations management workflow NS or greater toward automation.

The adjustments to quota assessment made in 2020 will permeate well into the future. Effectively adopting new technologies will help companies stay dynamic and accurate as they move into the future of sales.

Stay ahead of the compensation curve

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

Get the guide