

Sales Compensation Management Excellence

Successful Integration of Business, Marketing and Sales Strategies to Develop Sales Incentive Plans that Cost Effectively Encourage & Motivate Sales Force to Excel in Today's Market

Each participant will receive a copy of Gary Schroeder's book - *Anthology of 54 Currently Successful Sales Incentive Plans For Sales Representatives To Achieve Your Goals In Today's Markets*



Course Facilitator

Gary A. Schroeder

President and Founder

G. Schroeder Associates, Inc.

727.415.7924

SalesForceCompensation@gmail.com

www.SalesForceCompensation.com

Author of:

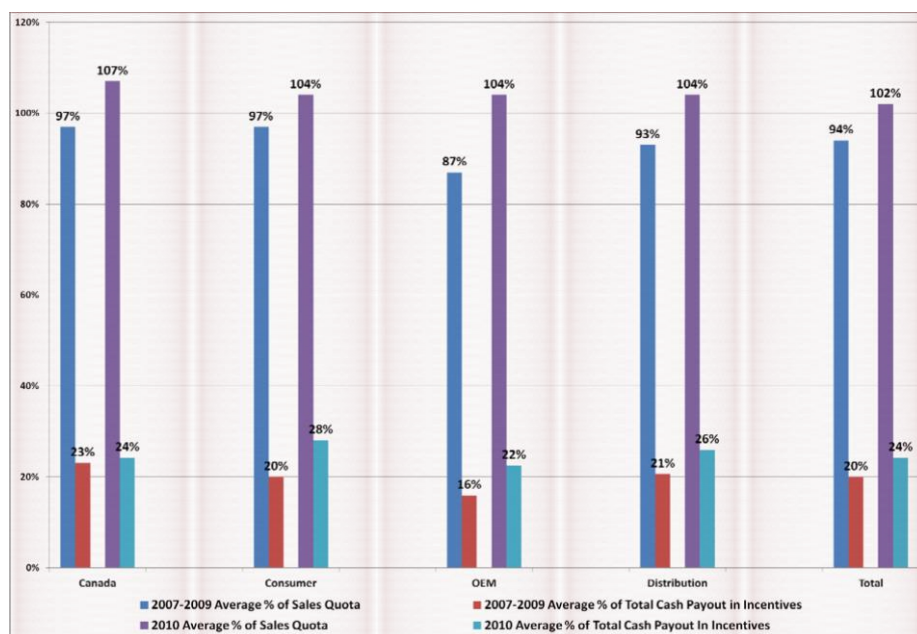
- Anthology of 54 Currently Successful Sales Incentive Plans For Sales Representatives To Achieve Your Goals In Today's Markets
- Sales Compensation Design Software
- Sales ++, a Sales Effectiveness Audit

Co-Author of:

- Compensation Guidelines in a Recessionary Environment (WorldatWork Journal 4Q 2009)

Simple
calculators
required

Successful Sales Results from the use of Gary Schroeder's "NEW ERA MODEL" for One of His Major Clients



Capitalise On The Expert Knowledge To Gain Maximum Value On These Vital Issues:

- **ANALYZE** the differences between "cost of labor" and "cost of sales" compensation structures and how an integration can **POSITIVELY** impact the sales incentive plans (SIPs)
- **DESIGN** highly motivational and cost effective SIPs to attract and retain successful sales force members
- **UNDERSTAND** the impact of market growth rates and competitive strength on SIP design
- **SET** performance goal targets, performance ranges, limitations and how sales management can contribute to failure of an SIP program
- **DEVELOP** meaningful SIPs for all sales, sales support and sales management positions and **RETAIN** top performers
- **CAPITALIZE** on the "New Era" in SIPs effectively designed and implemented in 2010 by Gary A Schroeder

Workshop Overview

This strategic workshop on sales compensation will strive to engage the attendees with the instructor and each other to understand and resolve issues with regard to SIPs. The instructor will structure the materials to facilitate an orderly progression from SIP design to approval, implementation, and administration. The workshop will make no assumptions regarding an attendee's prior SIP design knowledge, but will ensure that all levels of expertise improve upon their knowledge base and have questions addressed. A wide range of SIPs will be discussed and critiqued including metric definitions and number, goal performance ranges, payout frequencies, IT capabilities, opportunity amounts, team work, market place position impact, profit controls, linked and unlinked plans, capped and uncapped plans, mix, risk and non-risk plans, currency versus percent of base salary opportunities, unbudgeted major events, new versus existing sales opportunities, and job accountabilities influence on SIP design.

During the workshop, you will be offered to design a plan of your own as each step in the design process is completed. At the conclusion, you will be provided with a copy of the instructor's book "Anthology of 54 Currently Successful Sales Incentive Plans for Sales Representatives to Achieve Your Goals in Today's Markets". In addition, there will be a review session of the instructor's software for designing SIPs (Salescom)

Seminar Schedule

(Day 1 - Day 2)

8:00	Morning Session Begins
10:00 – 10:30	Break
12:00	Luncheon
1:00	Afternoon Session begins
3:00 – 3:30	Break
3:20 – 5:00	Afternoon Session Continues

DAY 1

THE REALITY OF SALES COMPENSATION TODAY

- Introduction session – Real life case studies. Delegates are encouraged to share personal experience, success, failures, and concerns/issues.

A REVIEW OF SALES COMPENSATION AND HOW IT IS USED TO INCREASE SALES RESULTS

- The critical elements of sales compensation motivational impact
 - Two basic structure (Cost of Labour and Cost of Sales)
 - Which to employ
 - Positives and negatives (why an integration of the two can increase the positives and decrease the negatives)
- People, needs and achievement
 - Characteristics of people within the sales organization and how sales compensation structures can satisfy needs
 - Which sales characteristics can be exploited to increase sales results
- **Group Discussion** - Discuss the prevalent desire to keep the SIP simple and easy to understand and why the word effective is often not verbalized as a fundamental need

INTEGRATING YOUR COMPANY'S STRATEGY AND STRUCTURE INTO YOUR SALES COMPENSATION PLAN

- Reviewing business strategy in terms of Product Life Cycle and the impact on revenue, profit, growth, management and SIP measures and goals
- **Group Discussion** - Discuss integration of your company's business strategy with the company's competitive strength to understand and determine the impact on sales compensation amounts and SIP designs
- Define and initiate the design of a sales compensation program in terms of Target Total Cash, Mix and Leverage (stretch goal opportunity)
- **Practical Exercise** - Start your own design of a sales compensation plan for a sales job within your company

IMPLEMENTING EFFECTIVE PERFORMANCE MEASURES FOR A SUCCESSFUL SALES INCENTIVE PLAN

- The five fundamental measures SIPs employ to support the current sales and marketing objectives
 - Revenue
 - Profit
 - Accounts
 - Products
 - Special objectives
- Unlimited number of sub-definitions which your organization can implement to clearly define the incentive measures employed
- Assessing the relative weights of each measure adopted for the SIP
- **Practical Exercise** - Each delegate selects their measures and assigns relative weight of importance to each measure that best suits their sales job and strategy (known or assumed) for earning incentive compensation

SUCCESSFUL STRATEGIES ON ACHIEVING SALES GOALS AND PERFORMANCE RANGES OF AN SIP

- Probabilities and types of goals
 - Target
 - Stretch
 - Upside
 - Minimum
- Capped and Uncapped SIPs
- Understanding where goal information is derived
- How goal information is effectively used and implemented
- How to deal with "New" when there is no history
- **Practical Exercise** - Given the goals discussion, you will be asked to assign goals to the SIP you are designing

EFFECTIVE SIP METRICS AS OPPORTUNITY EXPRESSION TO ACHIEVE SALES GOALS

- Understanding how SIPs are expressed is a key to strategy, IT capability, and motivation
- SIP opportunity can be expressed as follows:
 - Currency
 - Percent of base salary
 - Points
 - Units
 - Multipliers
- **Practical Exercise** – Each attendee selects SIP metrics for each of their measures

DAY 2

INCENTIVE STRUCTURE AND PAYOUT FREQUENCY

- SIPs payout opportunities - how this is achieved + pros and cons
- SIP structuring to achieve motivational objective
- Analyzing the positives and negatives associated with SIP single or multiple frequencies
- Deciding on the appropriate payout process and frequency for each of the measures in your SIP design
- **Practical Exercise** - Each attendee selects SIP structure for their measures and payout frequency

BENEFIT FROM A SUCCESSFUL SIP DESIGN AND NEW MODEL TYPES DEVELOPED BY GARY SCHROEDER

- Selected models of SIPs from the Anthology book of incentives – 54 incentive plans divided into 11 design models
- “New Era SIP Model” – a new era SIP implemented in 2010 and its success results review and presentation
- Reviewing models of SIPs for sales management, customer service, and technical support as well as key differences noted relating to the SIPs discussed for sales people
- **Practical Exercise** - Review of attendees SIP design

CRITICAL BUDGETS AND KEY ADMINISTRATIONS GUIDELINES

- Methods for determining and presenting to management a cost budget for a new SIP will be discussed
 - Total
 - Comparison to prior year
 - What if?
- Presentation of key administrative guidelines appropriate to launch a new SIP
 - Effective dates and payout frequency
 - Significant unforeseen circumstances
 - Promotions

IMPORTANCE OF COMMUNICATION

- Critical points for new or revised SIPs to ensure its success:
 - Top-down communication process
 - Hand-out contents
 - Signature (not a contract)

EVALUATE AND MONITOR YOUR SIP TO AVOID TYPES OF SALES MANAGEMENT FAILURES

- A series of management actions that will lead to the failure of an SIP program
- What the appropriate course should be
- **Group Discussion** - Common mistakes and corrective actions: The Dos and Don'ts of effective sales compensation plans

REVIEW

- Review of topics from Day 1 & Day 2
- Question and answer session
- Introduction to \$alescom for designing and printing a complete SIP hand-out document, including payout examples and administrative guidelines.

Who Should Attend?

Directors, Division Heads, Vice Presidents, Senior Managers and Practitioners of:

- Sales
- Human Resource Planning
- Compensation and Benefits
- Finance
- Account Management
- Business Development
- Marketing
- Telesales
- Direct Marketing
- Rewards

Why conduct this event:

Companies face great challenges in creating an effective sales compensation plan in order to retain, motivate and satisfy the sales force. Unattractive plans results in a high turnover and decrease the chances of the targeted sales performance. This workshop on sales compensation management provides an insight and learning to an effective design of a sales compensation plan. Explore the reality of sales compensation and how to excel in today's market. Maximize knowledge through types and structures of sales compensation programs that are highly effective in supporting desired accomplishments. With 30 years of experience, not only will the trainer integrate business, marketing and sales strategies but will also assist through a step by step practical exercise which enables delegates to design their very own sales compensation plan based on their own goals and objectives.

SALES FORCE COMPENSATION WORKSHOP 23 - 24 JULY, SAFARI PARK HOTEL



ABOUT YOUR COURSE FACILITATOR

Gary A Schroeder is a prominent sales compensation consultant with 30 years of experience in sales force compensation, organization design, job design, goal setting, sales effectiveness and incentive programs for all levels of employment in most industries. Prior to establishing Schroeder Associates in 1982, he held a Sales Compensation Consultant position with Hay Associates in Chicago, a VP of Marketing and Sales for a new venture firm in Chicago and several positions with Texas Instruments including: Distributor Sales Representative in New York, Product Marketing Manager and Weapons Project Manager in Texas He has served as a sales compensation consultant to many significant organizations, both public and private. Representative clients includes: BP, Alcatel, Blue Cross/Blue Shield, Fleet/Boston, Sara Lee, Kodak, Bayer, Philips, Perrigo, Keebler, Kraft Foods, Schawk, Belden Wire and Cable, Comcast, Qwest, and McDonnell Douglas.

Gary has worked with a number of telephone companies such as AT&T, Quest (expert witness), and Alcatel, Financial companies include Swiss Bank, Fleet/Boston, and First National Bank. International companies with multiple business units includes BayerAG and Philips. He has been an instructor for WorldatWork's , sales compensation course (formerly the American Compensation Association) since 1983. He has taught sales compensation design education programs for Michigan State U, the American Management Association, and SHRM. He has an MBA from North Texas State University and a Bachelor in Electrical Engineering degree from University of Florida. Gary is the author of \$alescom™, a sales compensation design software program, and \$ales++™, a sales force effectiveness attitude survey.

Partial list of companies that have benefited from Gary's expertise:

- Comcast – Customer Service Comcast Cable Advertising
- Swiss Bank
- Safecard
- First National Bank
- Liberty Insurance
- Blue Cross/Blue Shield
- Belden Wire and Cable
- TSS (Division of IBM)
- Kodak Imaging Business
- Kraft
- Isotoner Gloves
- Harris Specialty Chemicals
- Philips Lighting Company
- Safeguard
- PYA/Monarch
- Campbell Soup
- Philips CP
- Philips Consumer Electronics
- Sears
- Follett Software
- D&B Software
- Harris Electronics
- Motorola Platform Software Motorola Cellular Telephone Philips Advance Transformer
- Bayer Pharmaceuticals
- Bayer Consumer Products
- Bayer Diagnostics
- Squibb Pharmaceuticals
- Bayer Dental Products
- Abbott Labs
- Wyeth-Ayerst
- Castrol HDL
- Alcatel
- Cable Telecommunications
- Celwave
- Cablewave
- Sara Lee
- Pierce Foods
- Philips Broadband Systems
- Philips Components
- Pall Aerospace
- Dollar Rent A Car
- ICI
- Philips Medical Electronics
- BP

Testimonials:

“Gary has a great deal of knowledge and experience to provide companies with effective designs and solutions to meet their sales compensation needs and requirements. Gary has the perfect blend of both sales compensation and business experience to help lead a sales compensation change effort. He can roll out recommended changes within a company's budget and within their timeframe. His assistance ensures that all the main project areas from compensation reporting, to employee communication and change management to system related tasks are managed appropriately in terms of project management”

~ American Compensation Association, WorldatWork

“Gary Schroeder has been our “go to” consultant whenever Philips Lighting NA needs guidance with sales compensation strategy, design and training. He is extremely professional and has always provided us with outstanding services and successful sales incentive program development. Thanks Gary for all your help through the years’

~ Philips Lighting