

What Sales Compensation Could Look Like in the Future



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Luis Gonzalez

- Owned Dealership In South Florida for 21 Years
- Sold To Sharp Electronics in 2007
- East Coast Director Sharp Business Systems (SBS)
- Senior Vice President (All Direct Sales US)
- Designed and Developed Sharp OSA Applications
- Founded SalesScoreKeeper in 2011



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BTA
Business Technology Association

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Let's First Look at The History of Sales Compensation

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Sales Comp Plan History

Mostly Gross Profit
Based

Single Payout Tied
To A Transaction

Product Agnostic

Draws –
Commission Only

No Specialists

Single Component
To “Board Credit”

One, Maybe Two,
No More Than
Three Comp Plans

Fairly Simple

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Sales Comp Plan History

Pay On Net New	Pay On Color	Pay For CPC /Bundle/Built In Service/Leases	Pay On Service
Maybe Two Sources of "Board Credit" Revenue/Gross Profit	Start To See Some Salaries	Maybe See Specialists	Still Pretty Simple

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Sales Comp Plan History

Pay On Revenue (Low Margin)	Larger Salaries	Draws Start To Go Away	More Specialist
Still Limited Sources Of Board Credit	Complex Bonuses	Dynamic Commissions	Starts To Get Complicated

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What Drives Change In Sales Compensation?

Why Do Dealers Change Comp Plans?

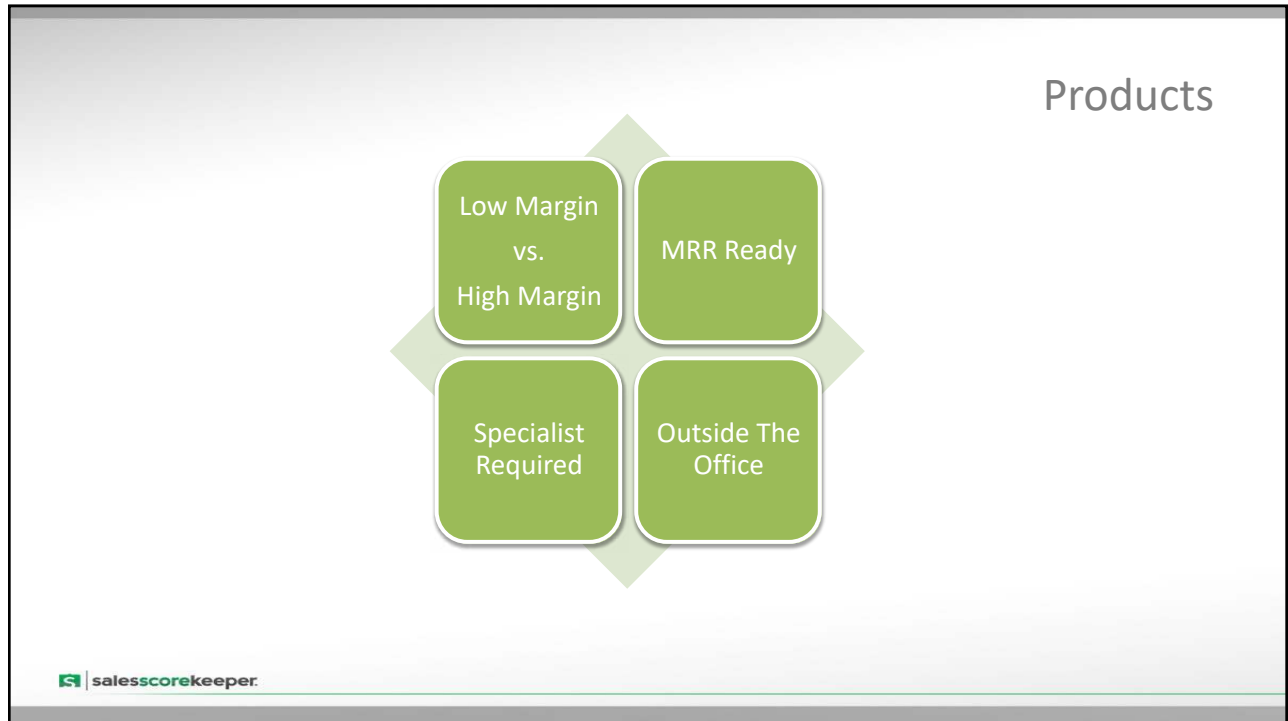
One Size Fits All

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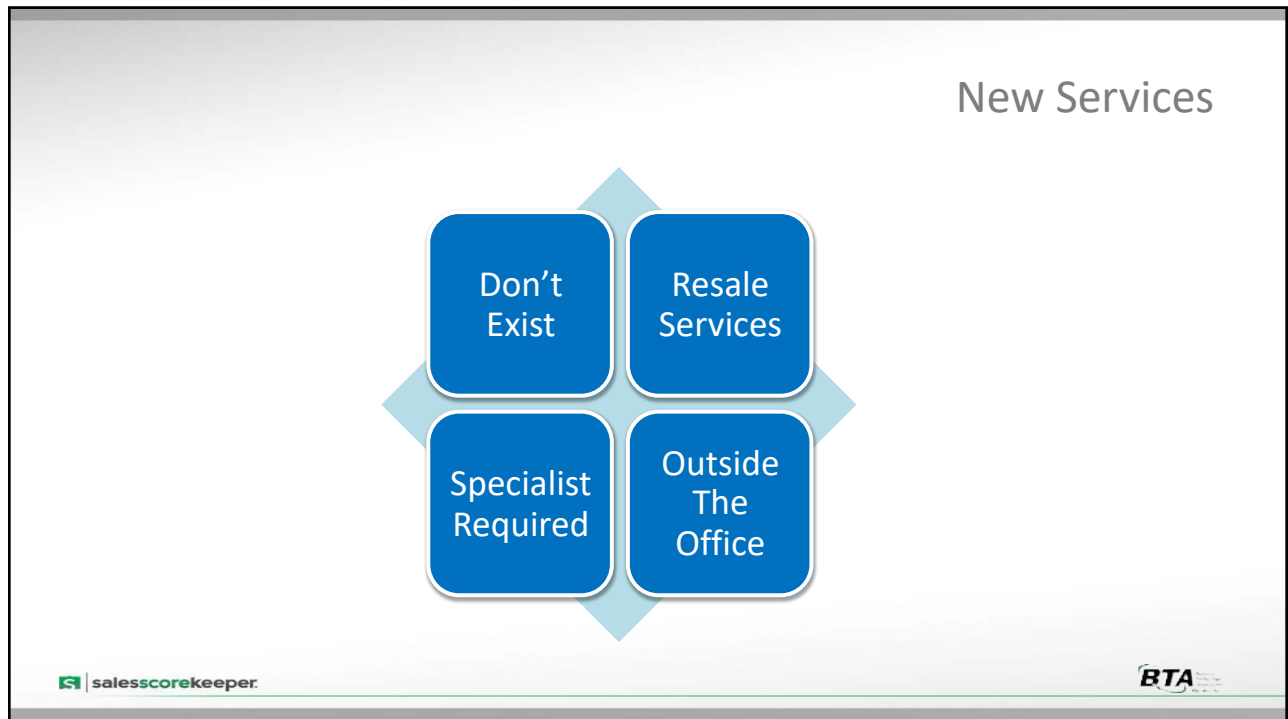
Sales Compensation Change Triggers



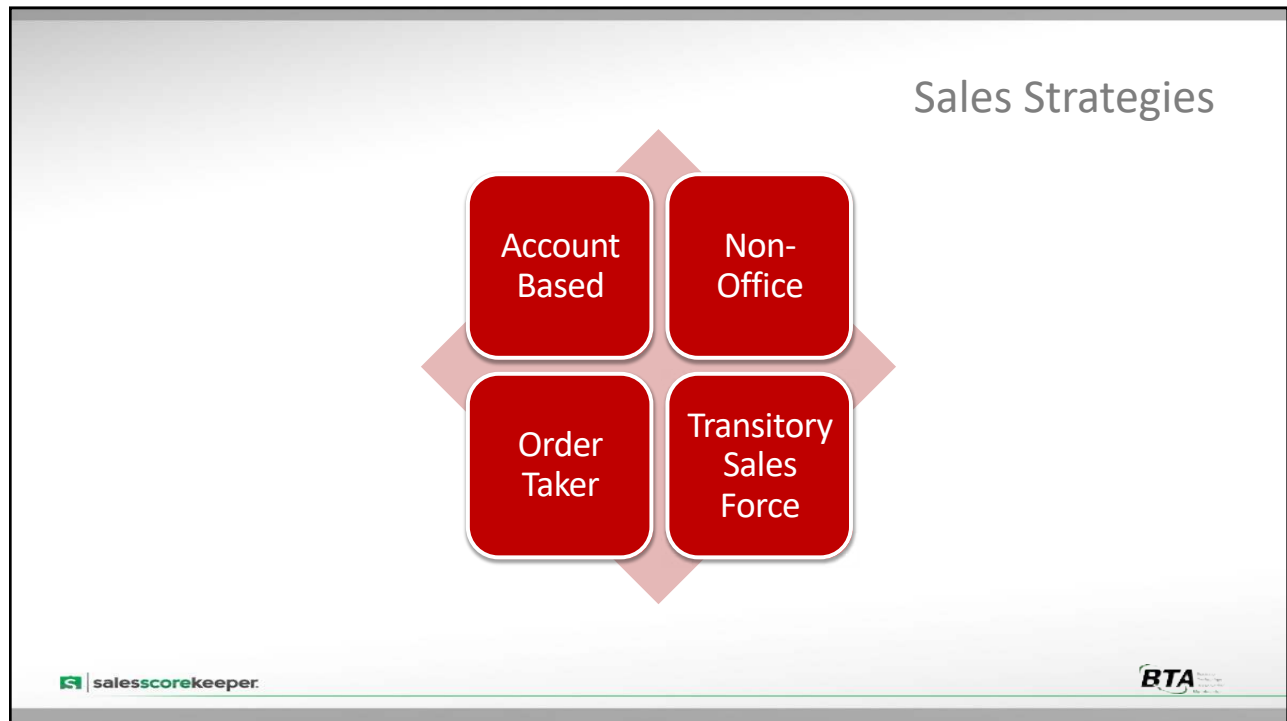
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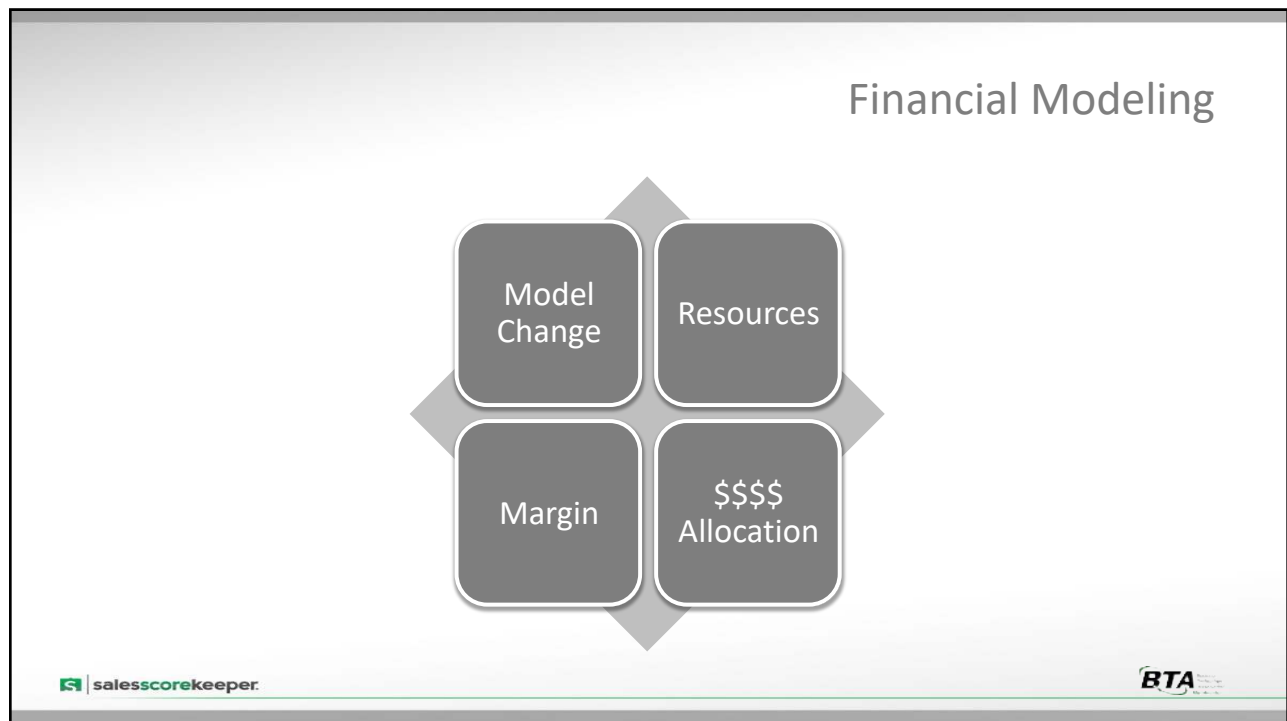
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Some Thoughts For Future Compensation

- Higher Salary Lower Commission
- Monthly Account Management Payouts
- Inside Sales Commission Plans
- Talent Acquisition And Retention Plans
- Account Revenue Based Commission
- Commission Plans Driven by New Products/Services



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Things You Should Look At Today

- Tracking Revenues and Gross Profit by “Thing”
- Who’s Going To Manage The Account
- Invest In Easier Ways To Sell
- Standardize Plans and Comp Strategy
- One Size Does Not Fit All
- Make Data Driven Decisions On Compensation

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Questions

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Thank You

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