



Gateway to Success
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Hosted by **BTA** Business Technology Association® -Mid-America-

 **salescorekeeper**

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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 Present (All Direct Sales US)
- Designed and Developed Sharp OSA Apps
- Founded SalesScoreKeeper in 2011



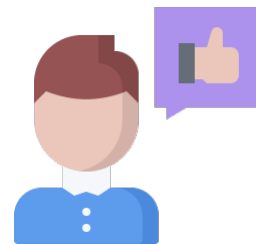
Today's Topics

- Compensation Plan Building Blocks
- Aligning Compensation with Products and Services
- Incentive Compensation for Ongoing Contracted Services



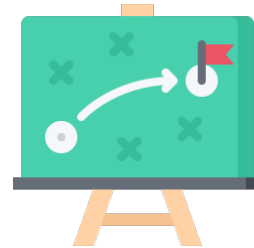
My Compensation Philosophy

- Simple
 - Understandable
 - Trackable
 - Administrable
- Multi-dimensional
 - Match Company Sales Objectives
 - Show Incentives for Behavior
 - Flexible
- Well Documented
 - Details
 - Payouts
 - Policies



Compensation Building Blocks

- One Size Does Not Fit All
- What are the company's sales objectives?
- What products are we selling?
- What services are we selling?
- Who is selling what?
- What does the perfect “deal” look like?



Is this happening at your dealership?

- Company has broadened its breath of products to secure current clients and attract new clients.
- Large investments have been made in introducing these products and sales adoption is crucial.
- Company is selling more and more contracted services type products that require ongoing account management.
- Sales reps are not adopting to the new portfolio of products and are able to make sales budgets by selling legacy products.
- You want to change your sales reps from selling transaction-based methods to selling with an account management perspective.



- Have found themselves selling a wide array of products and services and are not getting the traction or adoption of selling the new products they had expected.
- Are selling contracted services that pay on monthly basis and are looking for a way to compensate that area of the business. Also looking for sales reps to manage these accounts on an on-going basis.



- What Are The Products Or Services That Acme Wants Reps To Sell?
 - Solutions, Document Management, 3D Printing, Production
 - MPS, MNS, Professional Services, VOIP Services
- Create Categories Of Products And Services For These Specific Sell Items.
- Created Quotas Based On The Product And Services Categorization.



Quota Type	Monthly Target/Quota	Condition	Pay Out
Revenue	\$50,000.00	100% of Quota	5%



Quota Type	Quota	Eligible Revenue (Categories)	Condition	Payout
Total Revenue	\$50,000	All	100%	2% Of Total Revenue
MFP/Printer	\$42,500	Copiers, Printers, Production, Color	100%	1 % Of Total Revenue
Solutions	\$7,500	Document Management, OEM Solutions, Third Party Solutions	100%	1 % Of Total Revenue
MS	\$750	Base Monthly \$'s Amount Contracted	Total Monthly Revenue of \$750 in Either MS/MPS or Combined	1 % Of Total Revenue
MPS	\$750	Base Monthly \$'s Contracted amount		





- Current Contract Services Commission Pay Outs
 - One (1) Month Of Base Contract For Deals Contracted 12-24 Months
 - One and half (1.5) Months Of Base Contract For Deals Contracted 36+ Months
 - Renewals Paid At Same Rates Annually

***Sample :** ABC Company Signs up for MNS Contract for 36 months @ \$450.00 Per Month. Sales Reps Will Get Paid \$675 Commission The Following Month.*



- 7% of Contracted Services Invoice Paid Monthly
- Sales Professional Must Be Minimum of 80% of Total Revenue Quota To Receive Payment

***Sample :** ABC Company Signs Up For MNS Contract For 36 Months @ \$450.00 Per Month. Sales Reps Will Get Paid 7% Of Monthly Invoice \$31.50 Per Month That Is @ 100% Of Revenue Quota*

***Sample :** ABC Company Signs Up For MNS Contract For 36 Months @ \$450.00 Per Month. Sales Reps Will Get Paid 0% Of Monthly Invoice \$31.50 Per Month That Is Less Than 100% Of Revenue Quota*

Recurring Commissions Benefits

- Low Initial Out Of Pocket Sales Expense
- Creates Recurring Earning For Sales Reps
- Creates Transferable Commission Dollars
- Ties To Other Performance Targets
- Creates Financial Loyalty
- Aligns With Company Revenues And Profits
- Enforces On Going Account Management



Thank You