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The Complete Guide to Sales Force Incentive Compensation: How to Design and Implement Plans That Work (Paperback)

By Dr Andris A Zoltners, Prabhakant Sinha, Sally E Lorimer

Amacom, United States, 2006. Paperback. Condition: New. Language: English . Brand New Book. Designing an incentive plan to turn sales reps into sales superstars! If you re like most sales leaders, your incentive program is a constant challenge, as you try to jumpstart sales, energize a geographically dispersed and autonomous workforce, and motivate salespeople to achieve ambitious revenue goals. And sometimes it seems like you just don t know what works; your products and markets are changing, the incentive program that was so successful last year no longer produces the desired results, or perhaps the generous incentive program you created has yielded a corps of highly paid salespeople who spend most of their time on existing clients and minimal time generating new business -- and threaten to walk away with your customer base if you scale back paychecks! Incentive programs are seductively powerful but complicated instruments. Without careful planning and implementation, they can be too stingy to motivate, too complex to understand, too quick to reward mediocre results, and too difficult to implement. But a well-designed and implemented incentive program is an essential tool for building a motivated, highly effective sales force that delivers the results you need. The Complete...



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