




CONVISTA ACADEMY

Seminar "Seven success factors for motivating sales commission"

 Across all industries processes

➤ TRAINER

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➤ SEVEN SUCCESS FACTORS FOR MOTIVATING SALES COMMISSION

TOPIC:

Conventional variable remuneration systems often fail more and more in aligning the employees with important and sustainable company goals that aim to motivate their employees to committed performance.

Even cosmetic procedures made on the existing remuneration model are not a solution that improves the situation.. Numerous points call for a radical change to a new incentive and commission plan.

Companies that strengthen themselves for the competition, have long recognized that powerful variable commission and incentive models in sales play a crucial role: they help to secure company and sales targets, motivate to excel and are attractive for qualified employees. These models are designed for teams that include many employees in incentive payments, so that many employees pull in the same direction. This allows a better self-control of employees and puts more focus on the performance than conventional variable commission and incentive systems.

New commission concepts as a competitive advantage

- More complex markets need better answers
- New tasks and roles for employees
- Remuneration systems as a management and control instrument
- Increased motivation potential with well-made commission systems

Classical commission systems have sustainable deficits

- Higher performance is worth too little
- Neglect of important commercial and strategic objectives
- No team orientation
- Incorrect variable income shares and unjust commission
- Neglect of income and expenses

WE SPEAK ABOUT THE FOLLOWING FACTORS FOR SUCCESS



- **Effective commission needs significant variable income shares**
- **The remuneration of revenues and costs**
- **The remuneration of multiple performance criteria**
- **Target bonus instead of commissions**
- **Exciting instead of boring commission plans**
- **Remuneration of „soft“ performance criteria**
- **Team-based commission approaches**



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The transition to a new commission system

- Involvement of employees and departments in the concept development
- Protection of employees for a transitional period
- Tariff Legal Aspects
- Supplementary contracts and Operating Agreement
- Experience with modern payment systems: Statistical evaluation

> SEMINAR GOAL:

- You will get to know sales commission plans, which with the aid of, the return on sales can be noticeably increased.
- You gain knowledge about how „well-made“ commission systems can be used as management and control instruments to affect sales
- Learn how to get the inside sales (sales, marketing, etc.) integrated into variable commission systems
- You get to know remuneration systems that lead (i.e. performance oriented) to a fair employee commission
- You get to know remuneration models that are „exciting“ and where one receives more by performance
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- Explore ways to create flexible and team-oriented remuneration structures

> CONDITIONS

	Price / Service
Participants	This seminar is addressed to entrepreneurs, managing directors, sales managers, marketing managers and managers for accounting and controlling.
Seminar	On demand
Date	 Go to: www.ConVista.com
Location	On demand
Seminar package	Seminar material, Food

> GET IN CONTACT!



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