



# Innovative Ideas for Sales and CSR Compensation

Mike Philie

2019 President's Conference

# Innovative Ideas for Sales and CSR Compensation



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Principal

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**PHILIE**GROUP  
GRAPHIC COMMUNICATIONS STRATEGY

A person wearing a light blue button-down shirt is holding a white rectangular sign in front of their face. The sign has the text "SHOW ME THE MONEY!" written in a bold, black, sans-serif font. The word "MONEY!" is underlined with two thick red horizontal lines. The person's hands are visible at the top corners of the sign, and their arms are extended outwards. The background is a plain, light-colored wall.

SHOW ME  
THE  
MONEY!



# Sales Compensation

What are you trying to fix?

# How Do You Know if It's Working





# Details Matter

Sales compensation administration  
is another area that is often overlooked.

**The best  
plan?**

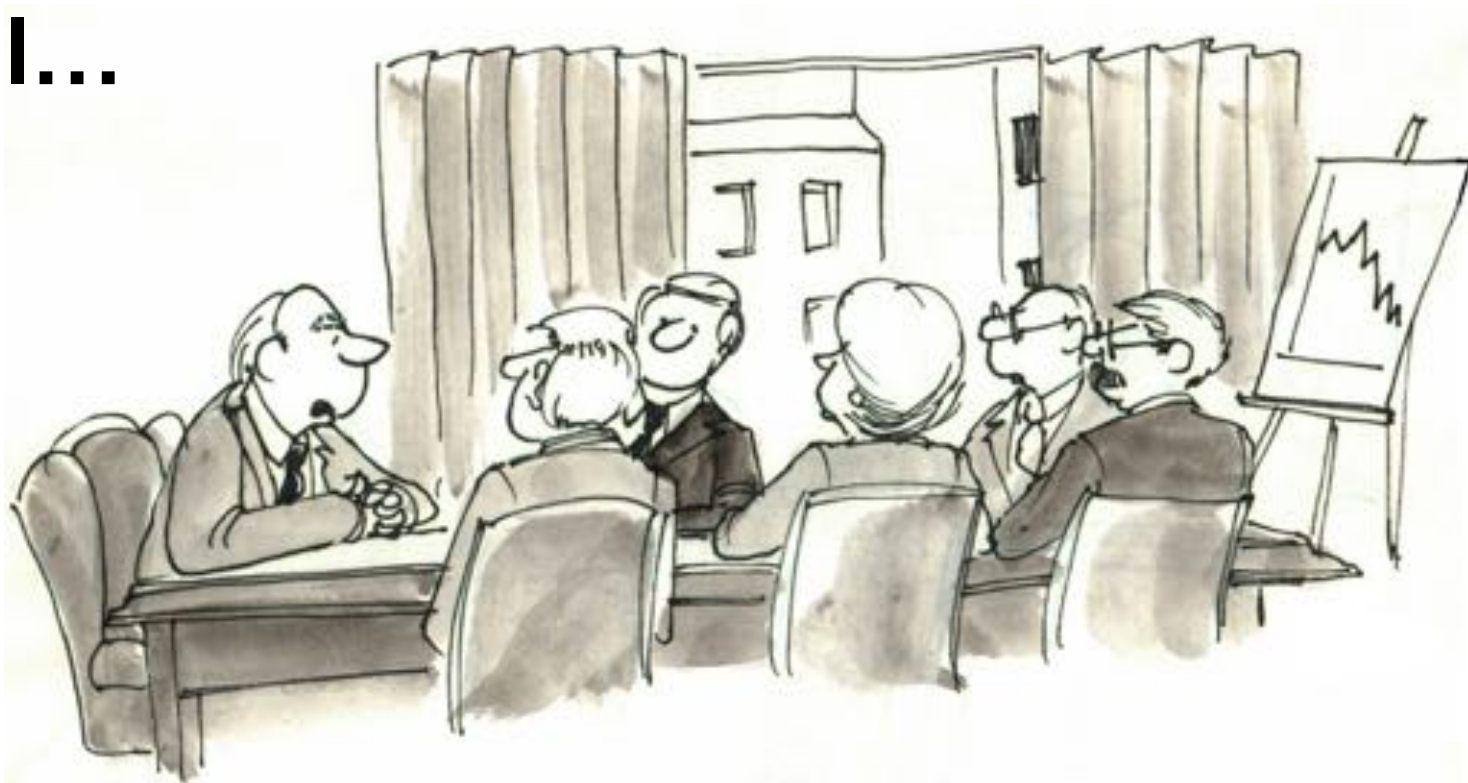


**HOPE**  
**IS NOT A**  
**STRATEGY**





**Let them  
sell...**



**"Well, now we know what not to do."**

# Make time for selling

“Most sales reps spend less than  
half their time actually selling.”

Olivia Nottebohm, Tom Stephenson, and Jennifer Wickland, *McKinsey Quarterly*

EXPECTATIONS

1

2

3

4

5

6

7

8

T E A M

# Compensation could include...

- Is business good but you just want to reduce your cost of sales?
- Are you trying to go after and win more program accounts
- Offer incentives for new business and exceeding targets?

# Compensation could include...

- How many reps made quota?
- Trying to improve win percentage?

# Compensation could include...

- Customer churn?
- Customer retention – after the first year?
- Increase existing customer penetration
  - For cross selling your products?
  - For enhanced loyalty and stickiness?

# Compensation could include...

- Incentives for reaching customer loyalty targets? NPS?
- Pipeline vs forecasted revenue success?



# Compensation could include...

- New business development vs. account management
- Is your sales plan aligned with the interests of the company
- Does it reward the sales team for reaching the company goals or just their goals?

# Go to market

“Going to market is a fundamental part of planning your business. The compensation plan is how you operationalize the sales force, get them aligned with the business goals, and get them motivated and driven to implement your go-to-market strategy.”

Elizabeth Wasserman, *How to Set Up a Sales Compensation Plan*, Inc.com

# Be careful what you ask for

“When sales fails to meet expectations, you need to take a hard look at everything you are doing, and I have found that a good starting point is to first assess what type of performance you are currently rewarding.”

Jim Dickie, Barry Trailer, “CSO Perspective: Sales Management 2.0 eBook – Thomas Blonde, Spin.com.” *CSO Insights*

# Just Remember



# That's all I know...

## Questions and Comments?



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