

Overcome compensation challenges and incentivize sales wins

Incentive compensation can help sales organizations adapt to shifting pressures in the sales landscape.

90% changed their compensation programs in 2020.¹

Rewarding high performance gives sellers a reason to go the extra mile to hit numbers, despite difficulties. Still, without careful planning and management, incentive compensation can create more problems than it fixes.

<50% Less than half of sellers made quota in 2020.²

To get the most value, you need to rise above the challenges associated with managing incentive compensation, especially as the sales landscape continues to grow and evolve.

CHALLENGE

Confusing compensation plans impact sales team engagement

Incentive compensation plans motivate high performance—if sellers understand how they're structured, how to earn incentives, and most importantly, how they'll be paid.

~25%

Only about a **quarter of sellers** can easily calculate their total variable compensation.³



CHALLENGE

Spreadsheets are limited by design

Most organizations still use spreadsheets to track incentive compensation, but they're notoriously error-prone, tedious, and time-consuming to manage.

8–12 weeks⁴



Average time enterprise organizations spend managing compensation using spreadsheets

CHALLENGE

Forecasting doesn't always paint a clear picture

Accurate sales forecasts are important to business health and sales team morale—and errors can affect sales managers' or reps' compensation.

Just **34%**

of sales organizations said they met all or most of their objectives.⁵

80%

of sales organizations miss their sales forecasts by 25% or more.⁶

CHALLENGE

Lack of data integration skews forecasts

Sales organizations increasingly use data to identify promising opportunities and shape forecasts.

51%

Just over half (51%) of companies use data to assess and elevate sales performance.⁷

It's time to climb higher

Even if you already have an incentive program, the sales landscape continuously evolves. Adaptability is crucial to your compensation strategy's success—especially when your competition is ahead of the curve.

90%

of top-performing companies reward sales associates with incentive programs.⁸

By 2025 **75%**

of the highest-growth companies in the world will deploy a revenue operations model to drive growth through operational efficiency.⁹

70%

have already automated their incentive compensation management with **95% or greater** payment accuracy.¹⁰

The adjustments to quota assessment made in 2020 will persevere well into the future. Effectively adopting new technologies will help companies stay dynamic and accurate as they move into the future of sales.

Stay ahead of the compensation curve

Get our complete guide to building a sales performance management strategy.

Get the guide

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