



# **Compensating the Sales Force: A Practical Guide to Designing Winning Sales Reward Programs, Second Edition**

*David J. Cichelli*

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**The classic guide to raising your bottom line with the perfect compensation strategy—fully revised and updated!**

Sales compensation WORKS!

Nothing motivates a sales force better than a powerful compensation program. And when your salespeople are motivated, revenue soars. But how do you design a program ideally suited for your business strategy and organizational needs? It's a delicate balance that makes all the difference between profit and loss.

More and more sales leaders have turned to *Compensating the Sales Force* to help them discover problems in their present system and create a compensation program that works best for their needs. Now, in the second edition of this authoritative, jargon-free handbook, sales compensation guru David J. Cichelli brings you completely up to date on setting target pay, selecting the right performance measures, and establishing quotas. He supplies clear guidelines for building the right compensation plan for any type of firm, of any size, in any industry, and he offers step-by-step procedures for implementing each approach.

In *Compensating the Sales Force*, second edition, Cichelli has substantially expanded the book's popular formula section, and he provides brandnew examples of:

- Income producer plans
- Sales rep commission plans
- Bonus plans
- Incentive plans
- Base Salary management plans

The book also includes all-new chapters for global, complex sales organizations and hard-to-compensate sales jobs.

Using the lessons in *Compensating the Sales Force*, you'll construct and calculate accurate formulas for payout purposes and establish highly efficient support programs, such as sales crediting and account assignment.

Complete with dozens of real-world examples that illustrate important points and demonstrate specific techniques and procedures, *Compensating the Sales Force* provides all the tools you need to design and implement a sales compensation plan that maximizes profits—and keeps them climbing.

***With brand-new chapters on GLOBAL SALES TEAMS and COMPLEX SALES ORGANIZATIONS!***

**Praise for the first edition of *Compensating the Sales Force*:**

“If your company is refocusing its efforts on sales revenue enhancement, you must read this book. If you

want motivated salespeople and superior sales results, act on its content.”

**Noel Capon, R. C. Kopf Professor of International Marketing, Chair of Marketing Division, Graduate School of Business, Columbia University**

“This book provides great guidance for any business leader who wants to capitalize on sales compensation as a tool for driving business results.”

**Rick Justice, Executive Vice President, Worldwide Operations and Business Development, Cisco Systems**

“Dave Cichelli is the premiere sales compensation educator today. You will immediately find this work informative, helpful, [and] thought-provoking.”

**Mark Englizian, former Director of Global Compensation, Microsoft Corporation**



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