

# Attract Top Talent With **SALES** **COMPENSATION**

## 4 TENANTS OF SALES COMPENSATION

Sales compensation is an important factor when attracting and retaining talent on your sales team. That's why getting your organization's sales compensation right is crucial to your success — you want to give the best talent a reason to accept a position on your sales team and stay with your company long-term.



Is the plan simple and achievable?



There should be no cap to variable compensation.



Is everyone aligned to the compensation plan strategically?



Marketing Ops and Sales should be aligned.

The purpose of a sales compensation plan is to encourage positive behaviors across your team, set expectations and standards for compensation for all salespeople, and drive results to achieve overall team and organizational goals.

## CONTACT US



**SALES COMPENSATION PLANS  
CREATE STRUCTURE WITHIN  
THE TEAM.**



**SALES COMPENSATION PLANS  
INCENTIVIZE INDIVIDUAL REPS.**



**SALES COMPENSATION PLANS  
HELP YOU BUDGET BETTER.**





# BULLITT CONSULTING

We help leaders change the way their sales teams achieve measurable results.



Steve McQueen  
Founder and CRO

## OUR SERVICES

- Fractional Sales Leadership
- Sales Team Assessment and Development
- CRM Adoption and Playbook Creation
- Go To Market Strategies

**GET STARTED**

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