

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.



SALES COMPENSATION PLANS CREATE STRUCTURE WITHIN THE TEAM.



SALES COMPENSATION PLANS INCENTIVIZE INDIVIDUAL REPS.



SALES COMPENSATION PLANS HELP YOU BUDGET BETTER.

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CONSULTING

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



OUR SERVICES

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

Steve McQueen
Founder and CRO

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