

How Automating your Incentives Plans Can Help Grow your Business

In this eBook you will learn how Incentives Commission Management Solutions can help you to **grow**, **simplify** and **control** your business, enabling you to:

- **Achieve** bigger and better sales
- **Gain** greater customer focus
- **Motivate** sales personnel and increase tenure
- **Implement** best sales practices
- **Attain** higher ROI on commission budgets
- **Adapt** to evolving market, department and employee needs
- **Simplify** processes and become independent of IT sources
- **Eliminate** overpayments



INTRODUCTION

There are endless burning questions on the mind of every sales executive:

"Am I achieving the biggest and best sales possible? Is my team focused on the right customers? Are they selling the right products? Is my compensation plan competitive enough to attract and retain my top sales performers? Am I getting new personnel on-board and profitable quickly enough? Am I accurately measuring and compensating performance? Is my department motivated... or satisfied? Am I getting the most from my incentives compensation budget?"

Automating incentives and commission plans with enterprise-grade software can help sales executives to stop asking questions and start putting their focus where it should be:

ON THE MONEY



TRADITIONAL SALES INCENTIVES

Up until recently, you have probably been managing your sales incentive compensation plans by inputting data into spreadsheets. Using Macro Commands, Pivot tables and other Excel features, you may have created quite a nice looking setup. This setup enables you to calculate commissions per employee almost automatically, every month.

Excel has its strengths, no doubt. However, as you start dealing with larger amounts of data, varying product lines, more staff and new incentives programs, sometimes even per individual, it doesn't take long before you find yourself in the midst of a data input nightmare. Suddenly, you're drowning in a quagmire of spreadsheet miscalculations, wading through information, trying to work out who has earned what and when you need to pay whom.

You may be underpaying, or worse, overpaying staff, missing out on sales growth and potentially costing your company big bucks. You may even have disgruntled sales people taking up what's left of your precious time asking: "When am I getting my commission?!".

Sound familiar?

Automated Sales Performance Management (SPM) software empowers you to focus on your business goals and maximize results.

AUTOMATED SALES INCENTIVES

Sales incentives compensation software can help you overcome all or most of these daily on-the-job challenges, leaving you free to **focus** on your team, your customers and your goals.

Designed to help you **grow** your business, **simplify** your processes and **control** and optimize your budget, sales incentives compensation software automatically aggregates, sorts and allocates your data from multiple sources, into one transparent, easy-to-use system, with all your historical data in one place.

All that costly time you previously spent on your Excel files? History. Suddenly, all your record tracking, employee data and commission planning legwork is done for you and displayed right there in front of you in neat, orderly, color-coded graphs and charts.

No more spreadsheets, no more wasted time and no more miscalculations. **Just automated, accumulated, organized information and value-added business tools empowering you to earn more money.**

Let's take a deeper look at the issues sales executives face every day and how automating your incentives plans can really help on the job:





GROWING YOUR SALES

Customer Focus

As a sales executive, you know only too well how important it is to be crystal clear when it comes to customer attention. You want to know that your sales team is selling the right products to the right customers, at the right time - all the time. In reality though, you might be experiencing a lot of guesswork in this area.

Automating your incentives compensation plan enables you to not only get a 360 degree birds-eye view of your entire team, but also to encourage them to do better. You'll have prescriptive information at your fingertips to motivate and direct individual employees towards the sales that you want made. You will also have a newfound ability to leverage customer-focused, employee-centric, next-best action incentives and campaigns on-demand. With incentives compensation software, you'll stay up-close and personal with both your sales team and your customers, at all times.

Sales Quality & Budget

When is the last time you stopped to think about the quality of your sales? Are you getting the biggest and best sales possible? Are you proactively targeting the sales with the highest revenues? Are you achieving optimal margins? Are you getting optimal margins? Paying the right people the correct amounts? Is your incentives compensation's sales budget optimized?

If just the thought of some of these questions sends your head spinning, then incentives compensation software is for you. Automating your sales incentives can really help you get better sales performance results, sometimes without increasing your budget.

Through clearly defined best practices and compensation plan simulation scenarios, you'll gain greater focus and the ability to accurately plan the best methods for motivating your individual and team sales personnel towards your defined company goals. You'll also be able to quickly and easily identify, target and improve your sales distribution, so that you get greater ROI out of your incentives budget.

"SPM has become the bridge that links companies' go-to-market efforts with the execution of those plans at the territory and representative levels."

Gartner, Magic Quadrant for Sales Performance Management, January, 2016



Adaptability & Agility

When it comes to sales, anything and everything can happen. From brand new competition to pricing changes, to over or under availability, etc., who more than you knows that agility is the name of the game? In order to stay afloat and competitive, you need to be dynamic enough to adapt your incentives plans to changing landscapes and unexpected market shifts at the drop of a hat.

DID YOU KNOW?
INCENTIVES SOFTWARE
CAN INCREASE
TOP SALES REPS TENURE BY
UP TO 50%

By leveraging incentives software's parametric capabilities, you'll easily be able to change and adapt to any new 'reality'. Furthermore, you'll have a wide range of built-in Best Practices at your fingertips and the ability to simulate incentive scheme models, enabling you to instantaneously react, adapt and be proactive in any situation.

Whatever the sales challenge at hand, you can now apply case-specific KPIs quickly and easily to evolving, moving sales goals, thus significantly increasing your immunity to market, trend and business challenges and increasing your competitive edge.

Employee Motivation & Endurance

Every sales executive knows that the single most effective way to reach and exceed their numbers is good old fashioned motivation. Is your staff happy, pumped-up and raring to go? Do they know exactly what they need to sell to whom in order to reach their quota? Or are they stressed out and in the proverbial dark as to where they are in relation to their quota and to the rest of the team? Do they trust the numbers or are they applying 'shadow accounting' to double-check everything? Are they satisfied and well paid or frustrated and unsure when their compensation checks come in? Do you have a long-term, experienced sales team or are you wasting time and resources training new staff every quarter?

When you automate sales incentives compensation, you instantly empower your sales staff with the ability to see everything they need to know about their next paycheck in simple, colorful, employee-centric dashboard analytics. They can literally wake up, switch on their smartphone, plug into the system and get fired up for the day, before even getting out of bed. With the ability to check their sales performance results as quickly and easily as they check their online bank account, they'll know in real-time where they stand, what their targets are and exactly which actions they need to take. They'll also be paid on time because you'll know exactly who needs to be paid, how much and when, thanks to your own personalized business intelligence dashboard.

The result: happier, more satisfied, more motivated sales personnel that ultimately will remain with you for up to 50% longer.





KEEPING IT SIMPLE

Noise & Independence

As a sales executive, you are very familiar with 'noise'. It's everywhere you go. From overwhelmed IT people, to complicated Excel calculations relying on cross-departmental data pooling and proofing, to anxious sales people banging on your door and waiting to get paid according to their calculations... You are right there in the thick of it, all day, every day. Whether you are waiting on reports or trying to make sense of them, calculating payments or working out bonuses; managing and streaming your sales overhead is definitely no walk in the park.

With sales incentives software, it's a whole new world. Suddenly, you are in the driver's seat, you are calling the shots and you are in control. No more multiple systems, heavy backlogs, waiting for IT people, information delays or giant paper mountains. You've got everything you need, right there on your screen, simply displayed and easily accessible. You can now run all your incentive compensation plans almost independently of other departments, because the software has done it all for you.

And that means that you'll

spend less time doing back-office work and more time focusing on what you are supposed to be doing – making money.





TAKING BACK CONTROL

Human Error

For sales executives, being in control means less inaccuracies; less overpayments, higher sales team accountability and transparency, keeping to budget, and the ability to stay on top of sales objectives and regulatory requirements, simultaneously. Yet none of these objectives seem realistic when juggling multiple Excel forms in which human error is not just a possibility but often, an inevitability.

Automating your sales incentives compensation plan will give you something that is worth its weight in gold: **Peace of mind**. You'll spend what you set out to spend, be alerted if something is wrong and simply, save money. Lots and lots of money. All your transactions and changes will be automatically logged and audited and you'll be able to check all your reports in real-time on clear, easy-to-read, configurable analytics dashboards.

No more overpayments. No more headaches. Better bottom line.



MORE — **BETTER PERFORMANCE**
CONTROL — **INCREASED REVENUES**
HAPPIER REPS



For further information on how sales incentives
compensation solutions can help your business,
Contact us at: www.joopy.com, marketing@Joopy.com
or call, **UK:** +44 203 540 0166, **USA:** 1-888-683-4924

