

Salary Compensation Plans

**Under Salary Compensation Plans,
Outbound Sales Representative
Are Paid A Fixed Compensation ...**

**The Most Effective Implementations
Of Salary Compensation Plans
Include Periodic Short Term Incentives**

**Such As Sales Contest Money And
Prizes Or A Discretionary Bonus.**

**Salary Compensation Programs
Have Proven To Be Effective
In The Following Situations:**

**1. When A Telephone Sales Representative Sets Appointments For
A Field Representative**

**2. When A Telephone Sales Representative Primarily Services
Accounts Won By A Field Representative**

**3. When An Outbound Telephone Sales Representative Primarily
Prospects Leads For Senior Outbound Sales Reps To Develop**

Hunter/Gatherer Concept

**Reasons Salary Compensation Plans
Are "Not Common" For Outbound B2B
Telephone Sales Organizations**

**1. Salary Compensation Plans Don't Attract & Retain
Top Sales Candidates Because They Put Too Great
A Limit On Their Earning Potential.**

**2. Salary Compensation Plans Often De-Motivate Top Achievers
Because They Perceive The Disparity Between Their Salary &
Those Of Underachievers To Be Too Narrow.**

**3. Salary Compensation Plans Typically Incur
The Greatest Selling Costs.**