



Homepage

Guiding Beliefs

Secret To Our
Success

Our Systematic
Approach

Introduction to
Sales Organization
Development

How We Improve
Sales Processes

12 Steps To
Profitable Sales
Growth



About Us

History

Vision

Values

Webcasts

Testimonials



Cloud Sales Management System

[Click Here to View](#)

[a Presentation of the](#)

Compensation Strategy

Outbound Excellence - David Kalstrom - CEO - 602-770-0012
success@outboundexcellence.com - www.outboundexcellence.com



Our Profitable
Sales Growth System

- [How It All Began](#)
- [How Our System Works](#)
- [Established Performance Benchmarks](#)
- [Our Proven Sales Growth System](#)
- [12 Steps To Profitable Sales Growth](#)
- [Measurable Results](#)
- [Seamless Integration](#)
- [Portable & Scalable](#)



Profitable Sales Growth Strategies

Outbound Excellence
877-337-2674
602-770-0012
www.outboundexcellence.com

The 1st Component of a Profitable Sales & Customer Growth Solution The Job Description Strategy

- 1. Improves The Level Of “Quality” And “Performance”
That Will Be Expected & Accepted From Your
B2B Sales Representatives**
- 2. It Also Significantly Increases The Probability
That “Continuous” - Profitable Sales & Customer Growth
- Will Be Achieved and Maintained**



Profitable Sales Growth Strategies

Outbound Excellence
877-337-2674
602-770-0012
www.outboundexcellence.com

**With A Job Description Strategy In Place
That Will Attract B2B Sales Representatives With A Much Higher Potential
For Achieving Increased Profitable Sales & Customer Growth Performance**

...

**The Compensation & Incentive Strategy
Must Then Be Developed So That It Maximizes
The Probability Of Converting The “Potential”
To Achieve Continuous Profitable Sales
& Customer Growth ...**

**Into Increasingly Higher Levels
Of Profitable Sales & Customer Growth
Performance and Results!**



Profitable Sales Growth Strategies

Outbound Excellence
877-337-2674
602-770-0012
www.outboundexcellence.com

7 Reasons Why It's Important To Have An Effective Compensation & Incentive Strategy

- 1. A Motivated Sales Force Sells More & Sells More Profitably
Than An Unmotivated Sales Force**
- 2. Rewards And Incentives Direct Focus,
Commitment & Results**
- 3. Aligns Sales Force Efforts On Key
Organizational Objectives**



Profitable Sales Growth Strategies

Outbound Excellence
877-337-2674
602-770-0012
www.outboundexcellence.com

7 Reasons Why It's Important To Have An Effective Compensation & Incentive Strategy

**4. Creates An Equally Effective Balance
On Customer Acquisition & Retention**

**5. Results In The Achievement Of Continuous
Profitable Sales & Customer Growth**

**6. Results In Balanced Growth Across
Both Product & Market Segments**

7. Develops Long Term Customer Commitment

9 Requirements Of Any Profitable Compensation & Incentive Strategy

1. Must Be Fair
2. Must Be Simple*
3. Must Be Clear
4. Must Be Aligned With Marketing Strategy
5. Must Focus On Target Customer Development
6. Must Motivate Top Performers To Overachieve



Profitable Sales Growth Strategies

Outbound Excellence
877-337-2674
602-770-0012
www.outboundexcellence.com

9 Requirements Of Any Profitable Compensation & Incentive Strategy

**7. Should Include A 1st Year Adjustment
For New Hires**

8. Should Include A "Bluebird" Adjustment

**9. Level of Incentive Should Rise
With Level of Performance**

*** Compensation Plans Should Be Simple
Enough To Fit On A Single Sheet Of Paper
- Including Payout Example**



Profitable Sales Growth Strategies

Outbound Excellence
877-337-2674
602-770-0012
www.outboundexcellence.com

Sales Compensation & Turnover

**In A 2007 Survey of 1,000 B2B
Sales Representatives:**

*52.6% Stated They Would Leave Their Current Sales Job
If Offered Better Compensation & Incentives*

**So Within Your Compensation & Incentive Strategy
Lies Many Opportunities To Reduce Turnover**

**And Turnover Remains Among The Top Inhibitors To
Achieving & Maintaining Continuous Profitable Sales
& Customer Growth Performance**

Common Compensation Plans

**B2B Sales Representatives
Have Variations of 3 Common Compensation
Plans To Choose From:**

-
- **Salary Only**
 - **Commission Only**
 - **Salary + Incentive**



Profitable Sales Growth Strategies

Outbound Excellence
877-337-2674
602-770-0012
www.outboundexcellence.com

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**



Profitable Sales Growth Strategies

Outbound Excellence
877-337-2674
602-770-0012
www.outboundexcellence.com

Salary Compensation Programs Are Most Common In The Following Situations:

- 1. When A B2B 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 B2B 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.**



Profitable Sales Growth Strategies

Outbound Excellence
877-337-2674
602-770-0012
www.outboundexcellence.com

Commission Compensation Plans

**Under A Commission Type of Compensation
Plan Telephone Sales Representatives**

**Are Paid A Percentage Of Their
Invoiced - Sales or Margin Dollars**



Profitable Sales Growth Strategies

Outbound Excellence
877-337-2674
602-770-0012
www.outboundexcellence.com

Types Of Commission Plans

- **Straight Commission**
- **Commission With Draw**

**3 Potential Advantages
Of
Commission Type Compensation Plans**

- **Simple To Understand And Administer**
- **Pay Is Directly Related To Results Achieved**
- **Perception That It Maximizes Incentive**

**5 Potential Disadvantages
Of Commission Type Compensation Plans:**

- 1. Sales Representatives Will Focus Their Efforts
On Sales Volume Rather Than On Profit**
- 2. Penetration Into Their Installed Base Of Accounts Will
Normally Be Relatively Shallow**
- 3. During Sustained Periods Of Low Company Sales, Turnover
Will Rise Significantly Due To A Lack Of Loyalty & Dramatic
Compensation Swings**



Profitable Sales Growth Strategies

Outbound Excellence
877-337-2674
602-770-0012
www.outboundexcellence.com

5 Potential Disadvantages Of Commission Type Compensation Plans:

**4. Customer Service Will Take A Back Seat
To Short Term Sales Resulting In
Poor Customer Retention Performance**

**5. The “Sweet Spot” Of The Sales Team
Becomes De-Motivated As Sales Management / Leadership
Succumbs To Pressure From Seasoned Reps To Transition Top
Producing Accounts From Terminated Reps To These More
Tenured, Yet Often More Stagnant Sales Representatives**



Profitable Sales Growth Strategies

Outbound Excellence
877-337-2674
602-770-0012
www.outboundexcellence.com

Salary Plus Incentive - Compensation Plans

**Salary Plus Incentive Plans Are The “Most
Common” Compensation Plans In Use By
Outbound Sales Organizations**

**That Achieve & Maintain
The Highest Levels Of Continuous
Profitable Sales & Customer Growth**



Profitable Sales Growth Strategies

Outbound Excellence
877-337-2674
602-770-0012
www.outboundexcellence.com

5 Potential Advantages Of Salary Plus Incentive Compensation Plans:

1. B2B Sales Organizations

Compensated By Salary Plus Incentive Plans

Consistently Outperform Sales Organizations

Compensated By Salary Or Commission Type Plans

2. Top Performing Sales Representatives Agree

**That The “Security” Provided By This Plan,
Combined With Its Multiple “Earning Options”**

**Provides The Greatest Incentive For Them To Meet & Exceed
Their Established Performance Goals**

**3. Salary Plus Incentive Plans Create A Stronger Bond
Of Loyalty Between The Sales Team & The Employer**

4. Salary Plus Incentive Plans

Provide A Good Ratio Of Selling Expense To Sales

**5. Salary Plus Incentive Plans Provide The Organization
With Greater Control Of The Variable Income
Which Increases The Organization's Ability To Direct
Targeted Behavior & Increase Targeted Selling Results**



Profitable Sales Growth Strategies

Outbound Excellence
877-337-2674
602-770-0012
www.outboundexcellence.com

6 Keys To Salary Plus Compensation Success

**There Are 6 "Key Components" That Must be Properly Designed
In Order To Maximize The Probability That An Organization's
Salary Plus Incentive Program Will Result In Continuous
Profitable Sales & Customer Growth.**



Profitable Sales Growth Strategies

Outbound Excellence
877-337-2674
602-770-0012
www.outboundexcellence.com

6 Keys To Salary Plus Compensation Success

1. The Percentage Split Of Salary To Incentive

2. The Type Of Incentive

Commission

Bonus

Commission Plus Bonus

Company Car

6 Keys To Salary Plus Compensation Success

3. Incentive Income Factors

- Gross Sales
- Gross Profits
- % Of Returns

4. Accurate Setting Of Salary Levels

5. Recency And Frequency Of Incentives

6. Bonus Pay-Out Levels And Timeframes



Profitable Sales Growth Strategies

Outbound Excellence
877-337-2674
602-770-0012
www.outboundexcellence.com

Developing A Profitable Sales Incentive Strategy

**Regardless of the Compensation Type Chosen,
Other Key Incentives Must Be Provided To
Maintain High Levels of Motivation and
Achieve Maximum Performance and
Profitability.**

Key Incentives Might Include:

- Awards
- Car Allowance
- Educational Assistance
- Encouragement
- Gifts
- Medical Benefits
- Promotions
- Recognition
- Stock Purchase
- Sales Contests
- Salary Increases
- Security
- Trips



Profitable Sales Growth Strategies

Outbound Excellence
877-337-2674
602-770-0012
www.outboundexcellence.com

Commission Escalator's Accelerate Margin Dollar Performance



Profitable Sales Growth Strategies

Outbound Excellence
877-337-2674
602-770-0012
www.outboundexcellence.com

**Adding A Commission Escalator
For Each Margin Dollar
A Sales Representative Achieves
Over Their Margin Dollar Quota ...**

**Will Get Your Sales Representatives
To Press Their Sales Accelerator
Rather Than Their Sales Brakes
Once Their Quota Has Been Met**



Profitable Sales Growth Strategies

Outbound Excellence
877-337-2674
602-770-0012
www.outboundexcellence.com

**Customers That Have Added
Our Commission Escalator To Their
Sales Compensation Strategy**

**Have Increased
The Margin Dollar Performance
Of Their Sales Organization
By An Average of 4%**

Salespeople Are Motivated by Sales Contests & Sales Incentive Programs

So Develop An Incentive Program
That Rewards Your Outbound Sales Representatives With
Points For Each Key Sales Goal They Achieve:

1. **Margin Dollar Quota**
2. **# of New Customers**
3. **Rate Of Return**
4. **Customer Contact Time**
5. **New Product / Service Sales**

Profitable Sales Growth Strategies

The More Goals They Exceed The More Points They Receive

**Incentive Points Are Accumulated &
Can Be Redeemed Each Friday
For Valuable Prizes Such As:**

-
- Flat Panel TV's
 - Surround Sound Systems
 - Bose Stereos
 - Ipods
 - Wii Systems



Profitable Sales Growth Strategies

Outbound Excellence
877-337-2674
602-770-0012
www.outboundexcellence.com

The More Valuable the Prize The More Points Required to Earn It

**Place Prizes Around The Sales Floor
So The Sales Representatives Can See Them
Many Times Throughout The Day**

**The Results From This Program
Are Tremendous!**



Profitable Sales Growth Strategies

Outbound Excellence
877-337-2674
602-770-0012
www.outboundexcellence.com

**"People often say that motivation doesn't last.
Well, neither does bathing -
that's why we recommend it daily."**

Zig Ziglar



Profitable Sales Growth Strategies

Outbound Excellence
877-337-2674
602-770-0012
www.outboundexcellence.com

**"When dealing with people, remember you
are not dealing with creatures of logic,
but creatures of emotion."**

Dale Carnegie



Profitable Sales Growth Strategies

Outbound Excellence
877-337-2674
602-770-0012
www.outboundexcellence.com

Salespeople Live On An Emotional Roller Coaster

**Therefore, It Is Important To Provide As Much
Positive Reinforcement As Possible.**

10 Ways To Maintain Constant Sales Motivation

1. **Send Out Motivational Quotes**
2. **Provide Daily Encouragement**
3. **Recognize Wins - Big and small**
4. **Run Regular Sales Contests**
5. **Develop An Incentive Strategy**
6. **Create A Motivational Tape Library**

10 Ways To Maintain Constant Sales Motivation

7. Teach Salespeople How To Effectively

Set & Achieve Personal Goals

8. Talk To Salespeople About

What Interests Them

9. Tell Your Sales Staff You Appreciate Them

& Tell Them It Sincerely and Frequently

10. Remember Attitude Determines Altitude

A Profitable Compensation & Incentive Tip

Sales Contests Improve

- **Motivation**
- **Focus**
- **Short Term Results**



Profitable Sales Growth Strategies

Outbound Excellence
877-337-2674
602-770-0012
www.outboundexcellence.com

Sales Contests That Drive Talk Time & Targeted Sales Results

**Develop Sales Contests That Run For The First 4 Hours
To Get Reps On The Phone Early**

**Provide Your Sales Team With A Targeted Promotion
& Target Customer / Prospect Galleys**

**Tie The Earning Of The Prizes To Achieving
Talk Time Goals & Targeted Sales Results**



Profitable Sales Growth Strategies

Outbound Excellence
877-337-2674
602-770-0012
www.outboundexcellence.com

Developing Team Contests

**Set A Call Time Goal
That Each Sales Team Must Meet**

**Start All Teams On The Phones
At The Same Time**

**Once Each Team Reaches
Their Agreed Upon Call Time Goal**

The Entire Team Gets To Go Home!



Profitable Sales Growth Strategies

Outbound Excellence
877-337-2674
602-770-0012
www.outboundexcellence.com

People Don't Care What You Know Until They Know That You Care

**Schedule Regular Sessions For Salespeople To Meet Together
To Discuss Ways Of Increasing Sales**

**Salespeople Have The Closest Contact With Your Customers
& Therefore Are More Apt To Know**

**What Customers Need From You
In Order To Improve & Grow**

**Also, Salespeople Are More Apt To Buy Into
New Ideas & Processes When They Develop Them**

On Their Own!



Profitable Sales Growth Strategies

Outbound Excellence
877-337-2674
602-770-0012
www.outboundexcellence.com

Outbound Excellence Compensation & Incentive Solutions

**Our Compensation & Incentive Solutions
Have Been Tested & Proven Effective In Outbound Sales
Organizations Throughout America & Europe For Over 12 Years.**

**Our Compensation & Incentive Solutions
Are “Systems Of Tailored Processes”
&
Therefore Are Equally Effective Regardless
Of An Organization’s Products, Services, Locations, Culture,
Strategy or Leadership Objectives.**



Profitable Sales Growth Strategies

Outbound Excellence
877-337-2674
602-770-0012
www.outboundexcellence.com

8 Keys To Developing Effective Compensation & Incentive Solutions

1. It Is Our Belief That The Most Effective And Profitable Compensation Plans Are Salary Plus Incentive Plans With The Salary Based On Margin Dollar Performance.

2. There Are A Number Of Vital Incentive Components That Must Accompany Any Compensation Plan

If It Is To Result In The Achievement Of Continuous Profitable Sales & Customer Growth Performance.

3. A Margin Dollar Compensation Plan Must Be Supported By Processes That Educate Salespeople In The Following Areas:

-
- **Defining Of Margin Dollars**
 - **How Margin Dollars Are Calculated**
 - **How Margin Dollars Differ From Profit Dollars**
 - **How Margin Dollars Influence The Company's Profitability**
 - **How An Understanding Of Margin Dollars Can Dramatically Increase A Sales Representative's Personal Wealth**

4. An Organization's Margin Dollar Strategy Should Be Taught, Reinforced & Developed in:

- New Employee Orientation
 - New Hire Training
 - "Lunch And Learn" Sessions
 - Team and Company Meetings
-

5. An Effective Reporting Structure Should Be Developed That Monitors Orders That Do Not Meet Minimum Margin Dollar / % Goals.

6. Salespeople That Are Sell Products and Services Below Minimum Margin Goals Should Be Identified & Educated and Their Orders Should Be Audited To Ensure Their Development Is Progressing In A More Profitable Manner

7. For Low Margin Sales That Are Being Affected By Influences Other Than Underdeveloped Selling Skills, These Influences Should Be:

- **Identified**
- **Categorized**
- **Analyzed**
- **Reported**
- **Resolved**



Profitable Sales Growth Strategies

Outbound Excellence
877-337-2674
602-770-0012
www.outboundexcellence.com

8. Sales Managers Should Be Given The Responsibility to Manage Their Sales Team's Margin Dollar -Improvement Strategy

As A Component Of Their Sales Leadership Development Plan



After viewing the **Compensation Strategy** Section of our **Cloud Sales Management System**.
If you have any questions or would like to discuss how our New! Sales Management System can Increase your Sales Performance
Please give us a call....



Our Profitable Sales Growth System

- [How It All Began](#)
- [How Our System Works](#)
- [Established Performance Benchmarks](#)
- [Our Proven Sales Growth System](#)
- [12 Steps To Profitable Sales Growth](#)
- [Measurable Results](#)
- [Seamless Integration](#)
- [Portable & Scalable](#)



[Homepage](#)[Guiding Beliefs](#)[Secret To Our Success](#)[Our Systematic Approach](#)[Introduction to Sales Organization Development](#)[How We Improve Sales Processes](#)[12 Steps To Profitable Sales Growth](#)

Outbound Excellence

Dave Kalstrom – CEO

602-770-0012

www.cloudsalesmanagement.com

success@outboundexcellence.com

Outbound Excellence - David Kalstrom - CEO - 602-770-0012
success@outboundexcellence.com - www.outboundexcellence.com



Our Profitable
Sales Growth System

- [How It All Began](#)
- [How Our System Works](#)
- [Established Performance Benchmarks](#)
- [Our Proven Sales Growth System](#)
- [12 Steps To Profitable Sales Growth](#)
- [Measurable Results](#)
- [Seamless Integration](#)
- [Portable & Scalable](#)