

SALES COMPENSATION MASTERCLASS

Sales Compensation As A Key Enabler To A Successful Business Strategy

20th & 21st January 2019
Grand Hyatt Dubai, United Arab Emirates

FREE TAKE AWAY

Participants will receive a full manual with copies of all PowerPoint slides and supporting notes, copies of all worksheets and group activities and photographic copies of any relevant flipchart or whiteboard notes and projects of your own which will include case studies and other interactive activities.

Major Benefits Of Attending:

PREREQUISITES

Delegates should have a cursory understanding of the sales incentives plans used at their firm, and how they are managed.

By end of this course, delegates will be able to:

- **UNDERSTAND** the principles of motivating human behaviour
- **IDENTIFY** the application of financial remuneration through variable incentives
- **INTERPRET** the risks of poorly written incentive plans
- **LEARN** how pay and performance can be analysed
- **EXAMINE** methods for benchmarking appropriate performance
- **STUDY** how sales incentive plans should differ based on role
- **CLARIFY** how sales incentive plans should differ based on industry
- **PROVIDE** the current GAAP standards for accounting for sales commissions
- **DISCOVER** the state of technology for managing all aspects

Why You Should Attend?

Nothing drives company performance like a well-motivated sales team. More than any branding, rallying cry, or special t-shirt – the incentive plan is what defines and drives performance. With sales incentives ranging close to 10% of revenue, they are the largest variable cost that goes unexamined at most firms. Knowing how to properly build, administer, and adjust a sales incentive plan can make the difference between commercial success and bankruptcy.

Who Should Attend?

The seminar is specifically designed for C-Level Executives who are tasked with determining the best course and direction for their companies:

- ✓ CEO, COO
- ✓ Head of Sales Operations
- ✓ Sales Directors
- ✓ Human Resource Directors
- ✓ Financial Executives
- ✓ Business Unit Leaders
- ✓ Compensation and Benefits Managers
- ✓ HR Generalist
- ✓ Sales Representatives
- ✓ Senior Leaders
- ✓ Finance Manager
- ✓ Sales Manager
- ✓ Sales Executives
- ✓ Compensation Analyst
- ✓ And any others responsible for top line revenue growth and bottom line profits

Organized by: _____



WE SOLVE YOUR PUZZLE