

**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 & Incentives Direct Focus,
Commitment & Results**

**3. Aligns Sales Force Efforts On Key
Organizational Objectives**

**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