



**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
Throughout North America**

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

5 Potential Advantages Of Salary Plus Incentive Compensation Plans:

**1. Outbound B2B Telephone 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**

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.

- 1. The Percentage Split Of Salary To Incentive**
- 2. The Type Of Incentive**
 - a. Commission**
 - b. Bonus**
 - c. Commission Plus Bonus**
 - d. Company Car**
- 3. Incentive Income Factors**
 - a. Gross Sales**
 - b. Gross Profits**
 - c. % Of Returns**
- 4. Accurate Setting Of Salary Levels**
- 5. Recency And Frequency Of Incentives**
- 6. Bonus Pay-Out Levels And Timeframes**