

The sales compensation handbook

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Abstrak

"Now in an updated and expanded edition, The Sales Compensation Handbook provides the information and tools needed to design and implement top-notch sales compensation programs. This authoritative reference from experts at Towers Perrin provides guidance on all aspects of compensating salespeople, including cash and non-cash incentives * base salary, bonus, and commission scales * team-selling roles and implications * linking compensation to company culture, and much more. Sales managers and compensation professionals alike will find this comprehensive resource a valuable tool for building sales rep productivity."