



10 Sales Compensation Mandates for HR/Comp Professionals Thursday, June 28, 2018

If you're an HR/comp professional, your organization's executive, finance and sales leadership expects you to contribute to the sales compensation program's health.

Learn the 10 mandates that can help you ensure the program is aligned, competitive and motivational. Make these mandates your checklist for sales compensation effectiveness so you can stop asking, "Who owns sales compensation?" and start contributing to improved performance of sales resources.

You will leave the session with tools, action items and the encouragement you need to participate fully in sales compensation program management.

Our Speaker

David Cichelli, a Senior Vice President with The Alexander Group, Inc., a revenue growth consulting firm, contributes his knowledge and experience to a wide array of sales organizations. He has worked with hundreds of sales organizations to structure, manage and deploy winning sales functions. The Alexander Group's Revenue Growth Model™ helps ensure and sustain alignment between customers and sellers. He is author of *The Sales Growth Imperative, and Compensating the Sales Force (third edition)* published by McGraw Hill. He has never met a sales department that could not achieve its own greatness.

Academic Credentials

M.S., Michigan State University, B.S., Pennsylvania State University
Faculty Experience: Merage Foundation, University California, Irvine; WorldatWork; Columbia University

Program Details

When: Thursday, June 28, 2018

Where: Renaissance Cincinnati Downtown Hotel
36 East 4th Street
Cincinnati, OH 45202

Parking: GCCBA will validate parking at Fountain Square Garage. Park using either parking garage entrance. Pull a parking ticket and GCCBA will provide a validated ticket to use at the exit.

Time: 7:30 a.m. - 8:20 a.m. Networking, Registration, and Full Breakfast
8:20 a.m. - 8:30 a.m. Announcements
8:30 a.m. - 10:15 a.m. Program

To register for this program, visit us at www.gccba.com and click on programs