

Navigating the Turbulent Seas of Sales Compensation

The Greater Cincinnati Compensation & Benefits Association Second Quarter Program

Why is it that sales compensation programs seem to consume a disproportionate amount of time and effort relative to a company's total employee headcount and budgets? Sales compensation programs are not simple: they garner the attention and input of multiple functional leaders and stakeholders, not to mention the noise and inquiries from sales people themselves; they take time to design and build consensus across stakeholders; rolling them out can be a logistical challenge; they create pressure on administrative processes and capabilities; and there is always the need to be competitive in the market, even if we're not sure what the market is doing or even if it works.

Rather than revisit the sequential decision making process and best practices for a good design, this presentation will focus on contemporary challenges that sales compensation designers need to be aware of as they prepare for their 2018 plans. These topics include:

- How can you streamline the end-to-end design process yet still build consensus to ensure that your plans are ready in time?
- What are the macro-trends that are affecting the design of sales compensation plans?
- How do you prepare for new accounting standards, starting in 2018, that change how revenue is recognized and its potential impact on sales compensation plans?
- What other HR programs should be leveraged to supplement the impact of the sales compensation program?

Our Speaker

Joe Clarkson is the Director and Global Leader, Sales Effectiveness & Rewards at Willis Towers Watson. He specializes in working with sales organizations to increase their effectiveness. He brings over 30 years of experience working both within sales organizations as well as providing consulting services to sales organizations. He has been responsible for designing and implementing a wide range of sales force programs including sales talent management, job role definitions and rules of engagement, quota setting and management processes, performance measurement, and sales incentive programs and administration processes. Joe has worked with direct and indirect field and inside sales organizations that go to market through many different channels.

This program has been approved for HRCI recertification credit.

Program Details

When: Wednesday, May 24, 2017

Where: Crowne Plaza
5901 Pfeiffer Rd
Cincinnati, OH 45242

Time: 7:30 am - 8:20 am Networking, Registration, and Full Breakfast
8:20 am - 8:30 am Announcements
8:30 am - 10:00 am Program

Cost:

GCCBA Member w/ programs: No cost
GCCBA Member w/o programs: \$35
GCCBA Student Member: \$10
Full-Time Student: \$25
Non-member: \$60

For additional information and to register please go to www.gccba.com, click on Programs.