

Missing Your Number

Bad news. You missed your quarter...again.

Here are sales comp strategies to help you move the needle.

No one likes being on a losing team. And when you couple that with only making half your target commissions? Your problem is *motivation*.

❑ Reduce quotas to match actual performance

Assign conservative quotas and give multiple targets that your team can hit to boost motivation. You can do this by nominally lowering the number and also by breaking down quota periods into smaller chunks (e.g.: from annual to quarterly, or quarterly to monthly).

❑ Report in real-time

Keeping your team focused on their quotas gives a motivation boost which has been shown to make goals feel 30% closer, feel 17% easier, and increases speed by 23%.

❑ SPIF on Process Execution

Paying reps on a small SPIF on each step of the sales process will show you where deals are breaking down and enable reps to correct the process. This will give you more data on what the successful reps are doing and where to double down on immediate training.

❑ Prepare for change

Be upfront about why plans are changing and that they will likely change again in another quarter.

❑ It's okay to pay slightly higher commission rates

You are at risk of losing people and the sure fire way to miss your number is to lose your team.

Your sales comp strategy should meet the needs of the business: more behavior-driven plans, real-time reporting, and flexibility all lead to more motivated reps.
