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# **WorldatWork® | 2020**

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## **SALES COMP**

**Popular on-demand conference session recordings.**



- ▶ A Fresh Approach to Sales Compensation Analytics
- ▶ Artificial Intelligence and the Impact on Sales Compensation
- ▶ Building Sales Compensation Plans That Make a Difference
- ▶ Creating Story-Based Analytics to Make Your Sales Compensation Case
- ▶ Hacking Sales Comp: Getting The Most From Your Programs Using Insights From Behavioral Science
- ▶ Holistic Sales Compensation – Beyond the Technical Aspects of Sales Compensation
- ▶ The Inside Sales Dynamic: Leveraging the Team and Getting Results
- ▶ Pandemic Rx – Let’s Recover Together
- ▶ Sales Compensation Strategies for Today’s Rapid Pace of Change
- ▶ The Struggle Is Real - We are in a Quota Crisis!
- ▶ Tips and Tricks to Develop a Global Sales Compensation Plan

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### **A Fresh Approach to Sales Compensation Analytics**

**Paul DeCoster** Principal, Korn Ferry  
**Saahil Sofat** Consultant, Korn Ferry

Measuring the effectiveness of plan designs has been a fairly stagnant art over the past. Sales compensation professionals rely on pay level, pay composition, pay differentiation, performance distribution, pay-for-performance, and Compensation Cost of Sales (CCoS). Although these analytics are helpful in describing some of the effectiveness of sales compensation plans, a more robust battery of analytics provides increased confidence in the overall program. This session helps to provide a fresh look at how analytics can support your sales compensation program.

### **Artificial Intelligence and the Impact on Sales Compensation**

**Kyle Heller** Principal, ZS Associates  
**Mehul Singhal** Data Science Manager, ZS Associates

Advances in AI have major implications for sales and marketing organizations and have already begun to significantly impact revenue. By some accounts, more than 50% of the impact generated by AI and advanced analytics are in marketing and sales. With AI fundamentally changing marketing and sales, the role of the salesperson and their sales compensation plans must evolve with these changes.

### **Building Sales Compensation Plans That Make a Difference**

**Nadia Cerisano** Director Total Rewards, Moneris  
**Emilia De Simone** Practice Lead, Sales Compensation, Gallagher Benefits Services (Canada) Group Inc., HR Compensation Consulting

The design of sales compensation programs has become more complex for many organizations. The sales compensation design process has commanded the attention of executives, understanding its significant impact on the bottom line. The primary objective of sales compensation plan design is to ensure your program is aligned with the business objectives.

This session will explore the latest sales compensation trends and best practices to provide sales compensation practitioners key information they need to update their pay plans, achieve executive buy-in, and drive the right sales behaviors.

### **Creating Story-Based Analytics to Make Your Sales Compensation Case**

**Mark Donnolo** Managing Partner, SalesGlobe

Many sales comp dashboards miss the opportunity to tell a great story and instead get bogged down in analytics when they should start with understanding the organization's story. Story-based analytics are critical to communicating what's happening, why it's happening, and what we can do to improve. Story-based analytics also create the platform for action and build memory in the minds of each audience, from executives to the sales force, about why we need to change. Participants will learn how to simplify the message so that analytics can tell an impactful story.

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### **Hacking Sales Comp: Getting The Most From Your Programs Using Insights From Behavioral Science**

**Dr. Kurt Nelson** President and Chief Behavioral Scientist, The Lantern Group

Employee disengagement is real. By gaining a better understanding of “why people do what they do,” organizations can improve how they are designing, communicating, training and implementing their sales compensation programs.

In this upbeat, fun, and engaging presentation, attendees will learn how they can apply behavioral science principles to the design and implementation of their total rewards and sales compensation programs to enhance employee engagement and motivation. The session will provide insight into the key psychological barriers that keep employees from being fully motivated as well as review behavioral science hacks that reward professionals can use to overcome those issues.

### **Holistic Sales Compensation – Beyond the Technical Aspects of Sales Compensation**

**Tracy McCarthy** Chief Human Resource Officer, OneSpan  
**Per Torgersen** Principal, Better Sales Comp Consultants

Fully functional and motivational sales incentive programs are challenging to achieve, and more often than not, there are numerous unanticipated obstacles that can derail them. This session looks beyond just the technical aspects of sales compensation design to related elements that can hinder or enhance how effective incentive plans are in delivering results to your organization. We will review three main categories of potential problem areas, how to gauge the extent of any challenges, and discuss tactics you can use to address these with various stakeholders within the business.

### **The Inside Sales Dynamic: Leveraging the Team and Getting Results**

**Michelle Seger** Partner, SalesGlobe

Inside sales is neither an entry-level job nor a path to field sales. Rather, inside sales is its own discipline — dynamic, future-oriented, and evolving along with technology. Today’s successful inside sales rep is social-media savvy, fluent on a variety of selling platforms, and may work closely with field sales in hybrid configurations of inside and outside sales teams. Participants will learn new ways of configuring inside sales groups, best practices to drive revenue, ways to avoid burnout and attrition among inside sales reps, and key performance indicators to drive success.

### **Pandemic Rx – Let’s Recover Together**

**Rick Butler** Sr. Director, Sales Compensation COE, Cisco  
**Donald Hubbard** Senior Director, Compensation, Siemens  
**Stephen Long** VP, Sales Compensation, McKesson Corp.  
**Donya Rose** Managing Principal, The Cygnal Group

The whole world is reacting to the tiniest of organisms with dramatic shifts in demand, supply chains, value creation opportunities, priorities, and risks. We don’t know what’s next, we aren’t sure what’s just happened, and we have no tried-and-true formulas for how to take good care of customers, employees, and the businesses that employ us. But together we are experienced, smart, creative, and determined to respond well. Join your peers for a panel-led discussion of the challenges the pandemic has created, how different businesses have adjusted incentives and goals, and what they plan for 2021. After we hear from our panelists we’ll allow generous time for participants to pose their own challenges and share their best ideas. At a time when our plans and forecasts from a few months back now seem absurd, let’s combine our best thinking to respond wisely in the coming months.

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### **Sales Compensation Strategies for Today's Rapid Pace of Change**

**Mandeep Chaddha** VP, Global Sales, Operations Red Hat, Inc.

Today's sales incentives professionals are expected to create and manage incentives that satisfy the needs of the shareholders, inspire employees, and create value for customers. Mandeep, a seasoned sales and finance executive, will share his perspective on recommended approaches for addressing these requirements. He will share incentives strategies used as Red Hat evolved from a niche consumer software provider, to the largest and most profitable open source company, to history's largest software acquisition. His insights will prepare you for the present-day challenges of staying agile and adaptive in this ever-changing world.

### **Tips and Tricks to Develop a Global Sales Compensation Plan**

**Kyle Uebelhor** Principal, The Alexander Group  
**Deborah Wintner** Vice President of Human Resources,  
Stanley Security

From determining which elements to streamline and which to customize, developing a global sales compensation plan that aligns with company strategy and goals is a complicated process. Kyle Uebelhor will share insights, guidelines, and best practices on how to successfully design and implement a global sales compensation plan that has an ongoing governance structure while maintaining a degree of flexibility. With Deborah Wintner, from Stanley Security, a real case study will be provided on the common pitfalls to avoid and the key statistics and benchmarks to use for building a case for change.

### **The Struggle Is Real - We are in a Quota Crisis!**

**Joe Krsul** Partner and Sales Force Effectiveness Practice Leader, Aon  
**Marilu Malague** Partner & Salesforce Effectiveness Practice  
Leader, Aon

Quota setting is more challenging and essential in helping companies grow profitably. As part of this session, we will:

- Review the different types of quotas and which is the most effective to support your sales strategy
- Explore the different quota-setting practices and the advantages and application of each practice
- Discuss techniques for improving the sales goal-setting approach
- Illustrate the value of improved quota setting and the linkage to profitable growth

Learning Points: What are the most recent trends in quota-setting? What are best practices in quota setting?