Combating Market Disruption With Agile Sales Performance Management

The COVID-19 pandemic is forcing sales organizations to rethink their incentive compensation programs. Sales leaders need to make adjustments when faced with rapidly changing economic conditions, go-to-market upheaval and off-track sales compensation plans.

The Alexander Group’s COVID-19 Sales Compensation/Sales Quota Survey polled sales leaders to find out how they were changing sales performance processes to combat COVID-19’s negative impact and help drive sales efforts. Here are some of the key findings:

**Solving Compensation Uncertainty**
- 82% planned to make adjustments to protect sellers’ pay
- 75% didn’t plan to change base pay
- 63% will or may provide some type of quota relief

**Jump-Starting Sales Momentum**
- 61% considered compensation plan/formula changes
- 49% may provide add-on compensation earnings opportunities
- 65% won’t change sales crediting practices

**Aligning Sales Performance Management With Business Objectives**
Sales compensation plan adjustments help insulate sales teams as they prepare to regain revenue momentum post-disruption. The degree of revenue loss is driving the type of incentive adjustments. For example, 100% of the companies anticipating revenue decline of greater than 25% will provide some form of seller incentive pay protection.

Discover how to overcome market disruption with agile sales performance management within SAP Commissions.

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