

# The Three “S’s” of a Great Incentive Compensation Management System

**DRIVE BEHAVIOR.  
DRIVE SALES.  
DRIVE WINS.**

It all ties together.

You want your sales reps to behave a certain way and close a certain amount of deals in specific verticals that match your company’s 3- and/or 5-year vision, but the systems you currently have in place to drive this behavior are not working for any number of reasons.

Most likely, they’re too slow. Or too complicated. Or not scalable. Almost certainly, it’s at least one of the above—if not all three.



**GROWING COMPANIES, ESPECIALLY ENTERPRISES, NEED BIG SOLUTIONS TO HANDLE THEIR SALES OPERATION’S SIZE AND COMPLEXITY.**

But by “big” we don’t mean cumbersome or expensive. It just needs to WORK—and to help you WIN. In other words, it just needs to PERFORM big—exactly how you want your reps to perform. To accomplish this, your incentive compensation management system (ICM system) really just needs three things, and these are the 3 “S’s” of a great ICM system.



## 1. SPEED

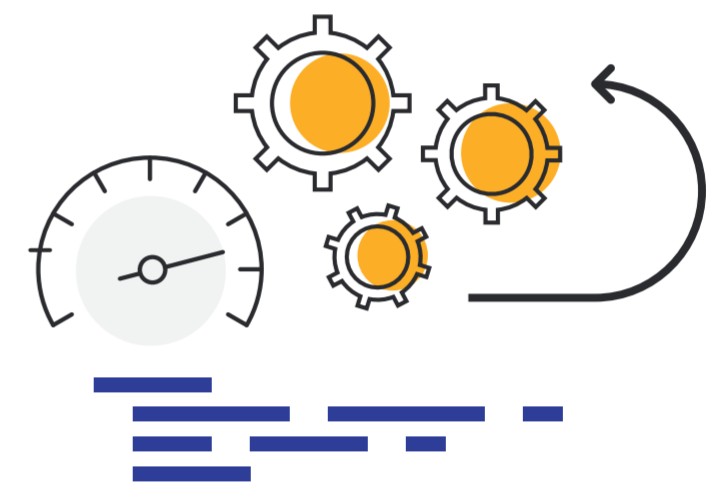
You’ve probably been here before: at the bad end of a sales-rep coup instigated by a missed payroll caused by a sluggish commission calculation system. You feel like the captain of a sinking ship undergoing a massive mutiny. Jump ship!

Being fast is so important for any ICM system, because in sales, the difference between three hours and three minutes is HUGE. Ideally, your reps want to see what they’re going to make on a deal as soon as it’s quoted.

Likewise, they’d like to get paid on it as soon after it closes as possible. These days, systems that need to calculate commissions overnight just won’t cut it. If your ICM system churns like a wooden stick in a vat of peanut butter, you’re going to be looking at delays and frustration and churn—rep

churn, which you already know eventually leads to customer churn.

**WHEN LOOKING FOR AN ICM SYSTEM, LOOK FOR SPEED, OR LOOK ELSEWHERE.**



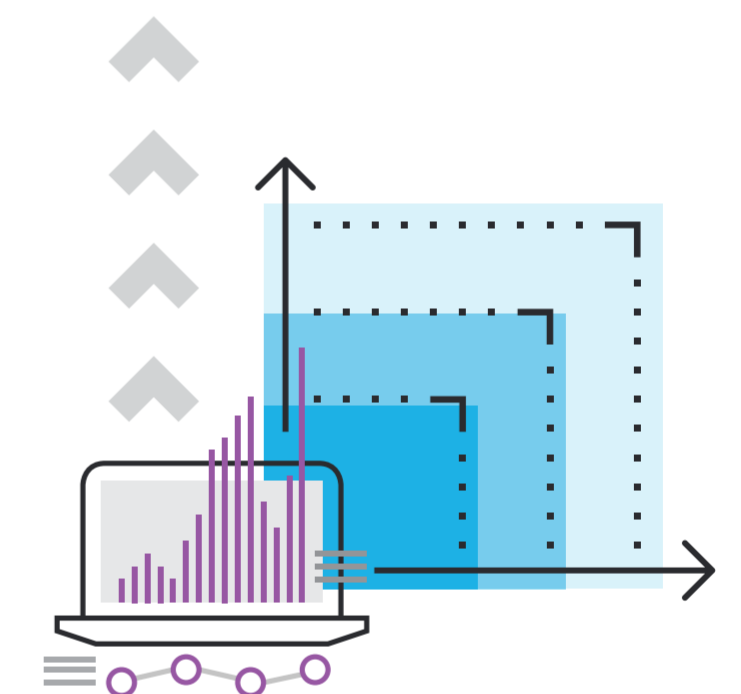
## 2. SCALABILITY

Growth feels good but it is also comes with challenges, not the least of which involves scaling your sales operations.

**HOW DO YOU GO FROM SERVING ONE VERTICAL TO SERVING FOUR, FROM ONE PRODUCT TO FIVE, FROM 10,000 REPS TO 100,000, WITHOUT IMPLODING?**

Easy. You get an ICM system, but of course not just any ICM system—you need one that can scale QUICKLY.

Far too many compensation management solutions are unable to handle the scale of a big and quickly growing company. If an ICM system needs to be completely removed from your system, re-installed, and re-implemented every time you hit a growth milestone, you’re not using the right ICM system. You need turnkey capability—no matter your size.



## 3. SIMPLICITY

This is a big one (but of course, so are speed and scalability).

Getting buy-in to ANY new technology is tough, but it’s especially tough to get from an army of sales reps who will be using it day in and day out and for whom it will likely have life-impacting ramifications in the form of their compensation plans.

Your biggest selling point to them will be one word: simplicity.

After all, the whole reason you’re switching to an ICM system is to make things less complicated, and this means you need your ICM system to be easy to use



and managed by the average business user. You don’t want to have to rely on IT to handle it, and you want its features to offer tangible and visible EASE OF USE for your reps.

Want to see how this SPIFF will work out for you? Boom. Push this button. Want to model the results of this new comp plan? Just press here.

**NO CODING. NO COMPLEXITY. SALES REPS? SOLD.**

## THE IDEAL ICM SYSTEM? ALL IN ONE AND ONE IN ALL

So... here’s the catch. (You knew there’d be one, right?)

There are some ICM systems that can offer speed, but not scalability. Or scalability, but not simplicity.

If this is something you’re really going to commit to, then you really need all three. You need a solution that can scale without slowing down, and that stays easy to use no matter how quickly your salesforce grows.

**WHEN YOU’VE GOT SPEED, SCALABILITY, AND SIMPLICITY IN YOUR ICM SYSTEM, YOU’RE SETTING YOURSELF UP FOR DRIVING BEHAVIOR, DRIVING SALES, AND DRIVING WINS. EVERYONE’S HAPPY, AND THAT OLD SPREADSHEET SYSTEM YOU WERE USING? IT NOW LOOKS LIKE A RELIC.**

**HAPPY SELLING.**

