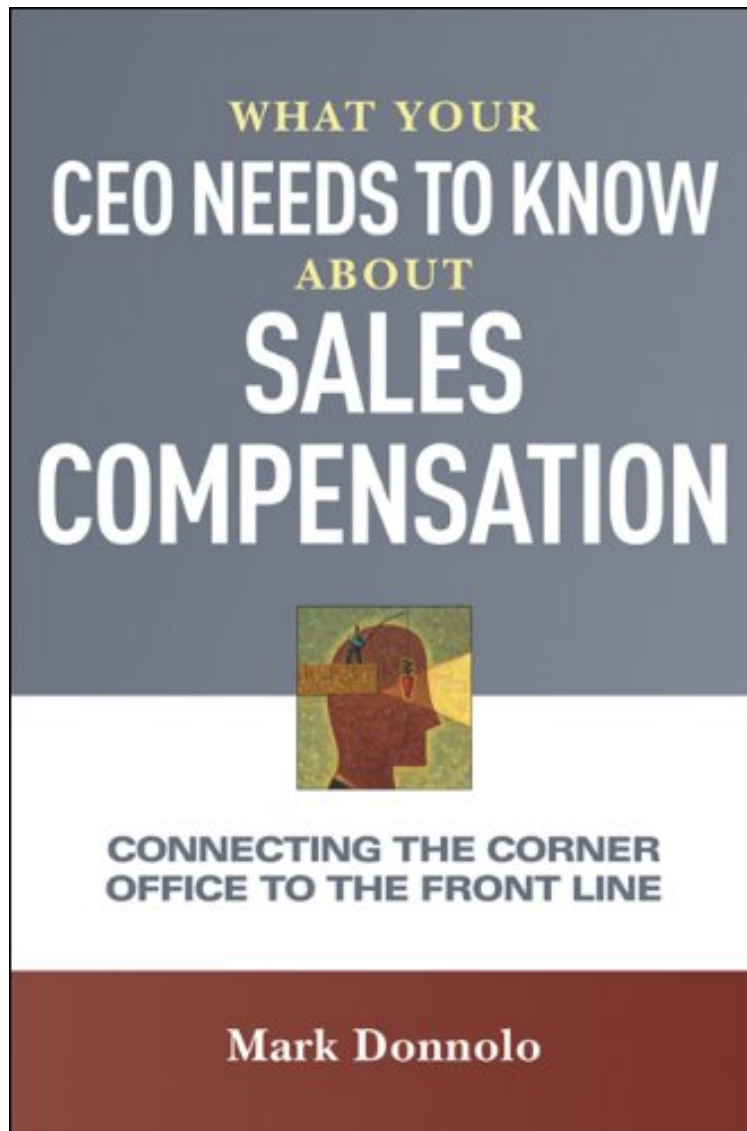


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## What Your CEO Needs to Know About Sales Compensation

*Mark Donnolo*

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**Mark Donnolo : What Your CEO Needs to Know About Sales Compensation** before purchasing it in order to gauge whether or not it would be worth my time, and all praised What Your CEO Needs to Know About Sales Compensation:

0 of 0 people found the following review helpful. Taking Sales Compensation Issues to the C-Suite By Erik W. Charles Critical book to anyone trying to improve sales performance. Without support from the C-Suite, you won't spend the time leveraging the investment in commissions. This book does a great job of laying out how to communicate the plans, payouts, and perks for the sales team so that you can get buy-off from the boss. It ALSO helps

remind you when NOT to include the CEO - they don't need to be involved in every data point. This is a very approachable book - well positioned to the business reader, without the need for a PhD in mathematical analysis. 0 of 0 people found the following review helpful. Must Read for all serious-minded Executives By adw1031 "Nothing happens until somebody sells something". This is simply the best and most comprehensive book that has been written on the essential matter of Sales Compensation. This is not a book about "commissions" per se; it is a serious examination of the tight correlation between the design and execution of a Company's Sales Compensation Plan and its Business Results. Donnolo makes the case that parking Sales Compensation with the bean counters and treating it as an expense is ultimately counter-productive. Rather, Sales Compensation is a CEO issue, an EPS issue, a Shareholder issue. Highly recommended. 0 of 0 people found the following review helpful. A must read for any CEO with a sales organization! By Eddie Birchfield If a CEO wants to increase the sales of their company and improve the overall profitability then they need to read this book. A great book for a CEO to understand the motivation of a sales organization as well making sure there alignment between corporate goals and objectives and the sales organization. There is a lot of really good information in this book.

The way a company designs its sales compensation program has a greater impact on behavior and results than any sales training, sales management method, or leadership message. Yet most senior executives fail to see the big picture, leading to fundamental misalignments between sales strategy and organizational goals. Featuring insightful interviews with Fortune 1000 C-level executives and real lessons from the field, this essential book reveals the tough questions leaders should be asking about how sales incentives drive the business. It provides valuable thought models and a Revenue Roadmap identifying the four major competency areas and 16 related disciplines that must connect for an organization to grow profitably. Last but not least, readers will find an interactive report card they can use to grade their own compensation plans. Sales compensation powers the performance of the entire business. What Your CEO Needs to Know about Sales Compensation casts a spotlight on how leaders at all levels can leverage the strategic power of incentives to reach the ultimate goals of their organization.

From the Inside Flap Nothing guides and motivates your organization's sales force more than your sales compensation plan. It has more direct and resounding impact than any leadership message, training program, or strategy you can devise, and directly impacts the bottom line performance of your entire business. Yet most senior executives fail to see the big picture, missing their chance to properly align sales strategy with organizational goals; and most likely wasting money, resources, and effort. Casting a spotlight on how leaders at all levels can leverage the strategic power of incentives, What Your CEO Needs to Know About Sales Compensation shares stories from top executives in leading companies, helping you ask the big questions, such as: How do our sales roles support our goals? How does sales compensation align with the strategy and sales process? Rather than starting with commissions, then figuring out how much to alter payouts to save money or drive behavior in a different direction, this book provides a critical framework based on author Mark Donnolo's decades of work with hundreds of high-performing sales organizations. The Revenue Roadmap identifies four major competency areas that must connect for your organization to grow profitably: Insight Understand the needs and expectations of your customers, your competitors, the macro market, and your own historic and projected revenue and profit performance to identify how you can use your compensation program to improve value proposition, sales coverage, and the sales process. Sales Strategy Define your sales organization's action plan, including product and service focus, concentration on certain markets, value propositions, and your resulting approach to market. Customer Coverage Identify how your organization will use its channels, define sales and support roles, design sales processes, and deploy its resources to go to market. Enablement Align your sellers to sales strategy using incentive compensation and quotas, while considering recruiting and retention, training and development, and the tools and technology your organization needs to implement the strategic decisions you've made. Containing an Interactive Report Card for grading your current compensation plan, this book provides you with the tools and insight you need to use the strategic power of incentives to reach the ultimate goals of your organization. MARK DONNOLO has worked as a leading sales effectiveness consultant for more than 25 years, helping many Global 2000 companies, including Accenture, Bank of America, IBM, Johnson Johnson, LexisNexis, Office Depot, Orange, Salesforce.com, Sprint, UPS, and Verizon. He is managing partner of SalesGlobe, a leading sales effectiveness consulting firm, and is a founder of the SalesGlobe Forum, a sales leadership community teamed with top business schools. He lives in Atlanta, Georgia. From the Back Cover "You cannot afford to overpay or underpay salespeople. Mark Donnolo knows the strategies and the formulas that work. What Your CEO Needs to Know About Sales Compensation will align the C-level and the front line, the compensation and the strategy, and help enhance the profit, the morale, the retention, and the growth of your company. It will also balance the power between salespeople and the rest of the company. This book is a MUST read, MUST do!" — Jeffrey Gitomer, author of The Little Book of Leadership and The Little Red Book of Selling "Executives can miss the reality that, at the end of the day, the sales force is their biggest growth engine and a very valuable asset to the company. This book is very important because it shines a light

on the strategic connection to sales compensation and starting the conversation for senior leaders.” — Jeff Connor, Chief Growth Officer, ARAMARK Global Food, Hospitality and Facility Services “What Your CEO Needs to Know About Sales Compensation offers practical, high-impact advice on constructing effective sales compensation plans. In addition to his own analysis of the subject, Mark Donnolo also includes thoughts and stories from executives in high performing sales organizations on the sales compensation challenges they’ve encountered over the years, sharing what they’ve learned and how they’ve crafted successful sales compensation plans that make a substantial impact. If you buy only one book on this subject, this should be the one!” — Stephen J. Bistriz, Ed.D., coauthor, Selling to the C-Suite “Talk about timely! The Big Data explosion has the executive suite more interested in sales effectiveness than ever before. Mark Donnolo has done a wonderful job tying all the pieces together in a very readable format. Too often the C-Suite’s answer to sales challenges is changing sales compensation mechanics. What Your CEO Needs to Know About Sales Compensation does a great job explaining the sales compensation continuum’s interdependencies. Most senior leaders do not appreciate that solving one aspect of the continuum is not the right answer. As Mark explains, there are over a dozen variables that must be interconnected for a successful sales compensation plan.” — Ian Levine, Senior Vice President, Sales Strategy Operations, Iron Mountain About the Author MARK DONNOLO has worked as a leading sales effectiveness consultant for more than 25 years, helping Fortune 1000 companies including UPS, LexisNexis, Office Depot, ATT, and KPMG. He is managing partner of SalesGlobe, a leading sales effectiveness consulting firm, and a founder of SalesGlobe Forum.