

How to evaluate the success of

Your Sales Incentive Plan for Each Role



Portfolio level effectiveness

- Pay effectiveness indicators
- Geographical performance heat map
- % Payout compared to performance
- Relationship between effort & earnings

Product Level Fairness Evaluation

- Earnings vs. product volume
- Earnings vs. product volume histogram
- Earnings vs. historical markers
- Earnings vs. goals (size of territory)

Product Level Pay for Performance Evaluation

- National product performance
- % of target achievement by quintile
- Earnings vs. relative volume growth
- Volume & payout distribution
- Geographical performance heat map

Top Performer Analysis

- Top 5% / 10% revenue share
- Top 5% / 10% earnings share
- Average volume achievement by product
- Performance distribution by product in the box plot
- Relationship between effort & earnings

Key Pay Effectiveness Indicator Metrics

- Engagement rates
- Top & bottom percentile performance to median
- Max & min performance to median
- Max & min performance to target
- % of budget paid