



# 7 Sales Compensation Trends for 2024

## 1 Collaborative Approach

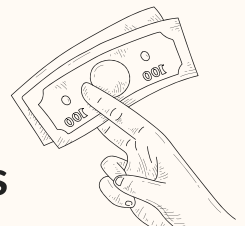
Governance committees will be formed from Finance, Legal, Sales Ops and HR teams to guide the incentive plan design process

## 2 Personalized Incentives

Personalized individual/team incentives will be assigned based on role, tenure and sales process complexity

## 3 Automate Incentives

Automation of sales incentives program will be a priority for flexible adaptation to changing market needs



## 4 Retaining Top Talent

Extra emphasis will be on retention/ signing bonuses to minimize the attrition of top performers

## 5 Strategic Incentives

Incentivizing key touchpoints to adapt to market challenges will be an effective compensation strategy

## 6 Transparency

Transparency in incentives will be a key factor with sales funnel insights to improve conversion rate

## 7 Quota-Setting

Sales team's involvement in quota-setting will be crucial for aligning with corporate goals

