

The Performance Metrics Dilemma

Revenue

Relying only on revenue metrics in an incentive plan may lead sales reps to prioritize top customers, neglecting industry influencers & risking their reputation

Call Activity

Prioritizing call volume in incentive plan over effectiveness poses a problem, damaging customer engagement and sales strategy

Unit Volume

A unit volume-centric incentive plan might urge salespeople to prioritize massive discounts over profit margins, undermining your pricing strategy



Team-based Incentive

In a team-based incentive plan, overreliance on teammates can erode individual accountability, affecting overall rep's performance

Market Share

Focusing solely on market share in an incentive plan can narrow territory coverage, overlooking long-term growth opportunities for sales reps

Customer Satisfaction

Excessive focus on happy customers can lead to revenue loss. Hence, balancing satisfaction & revenue is crucial in an incentive plan

