

Gartner for Sales

Benchmark Your Sales Compensation Strategy for Success

Did you know, 50% of sales leaders feel the pandemic exposed important vulnerabilities in sales compensation strategies?

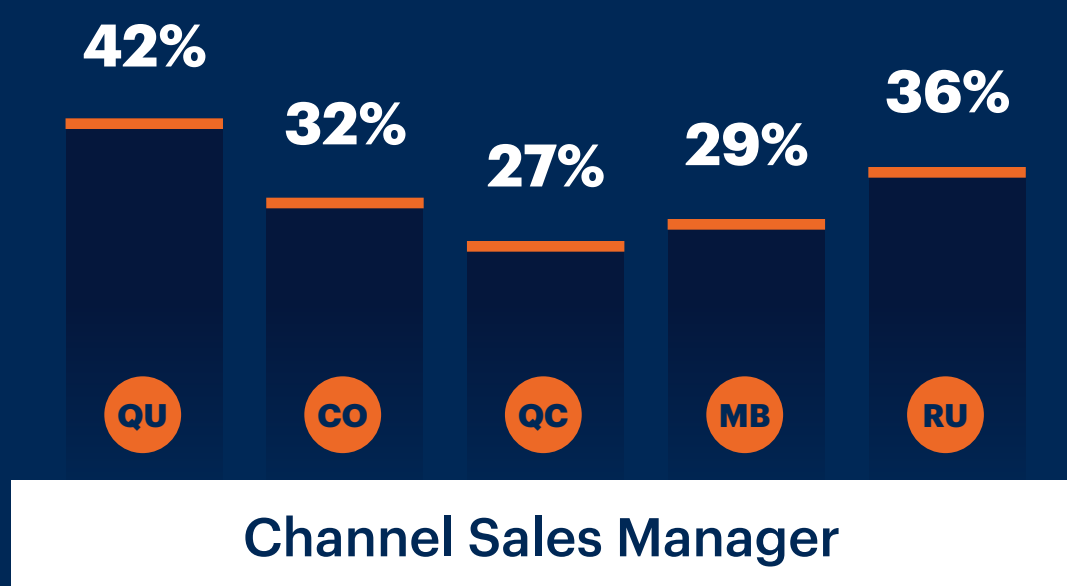
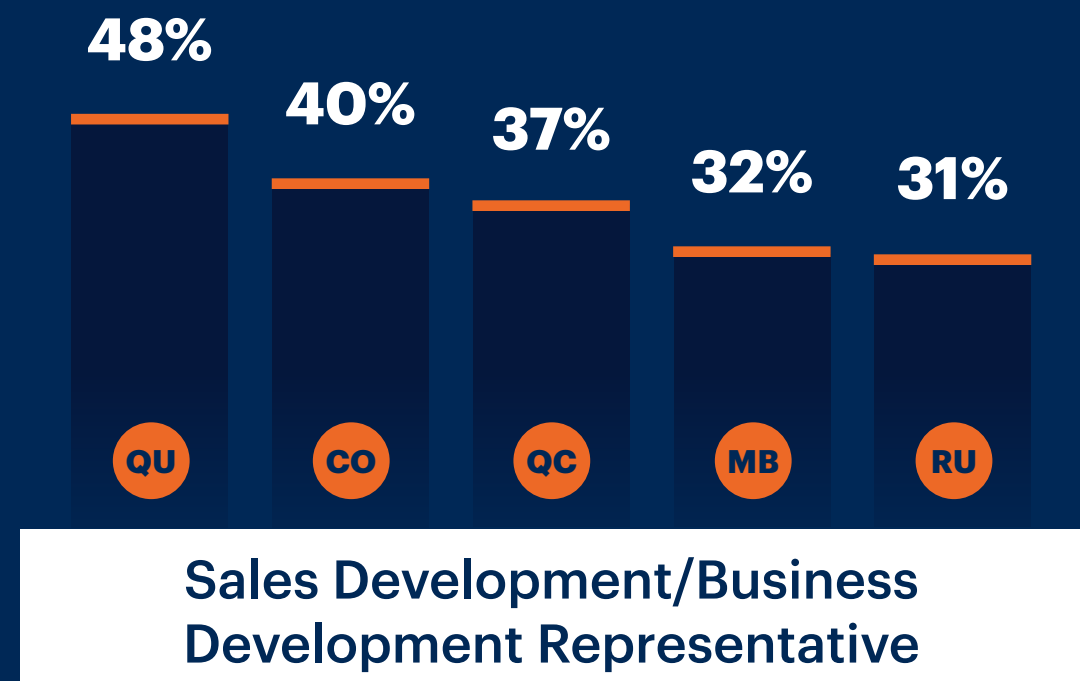
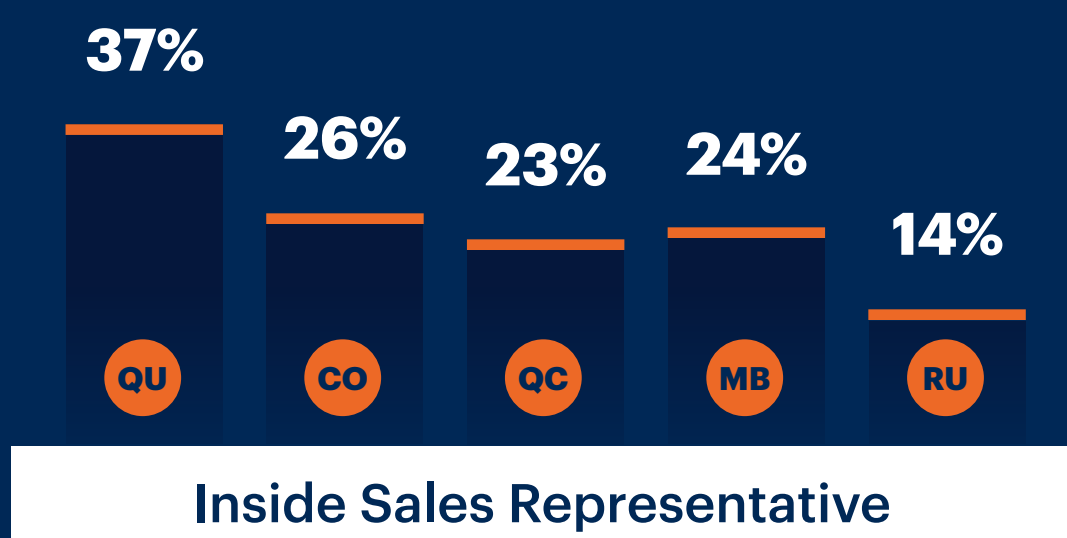
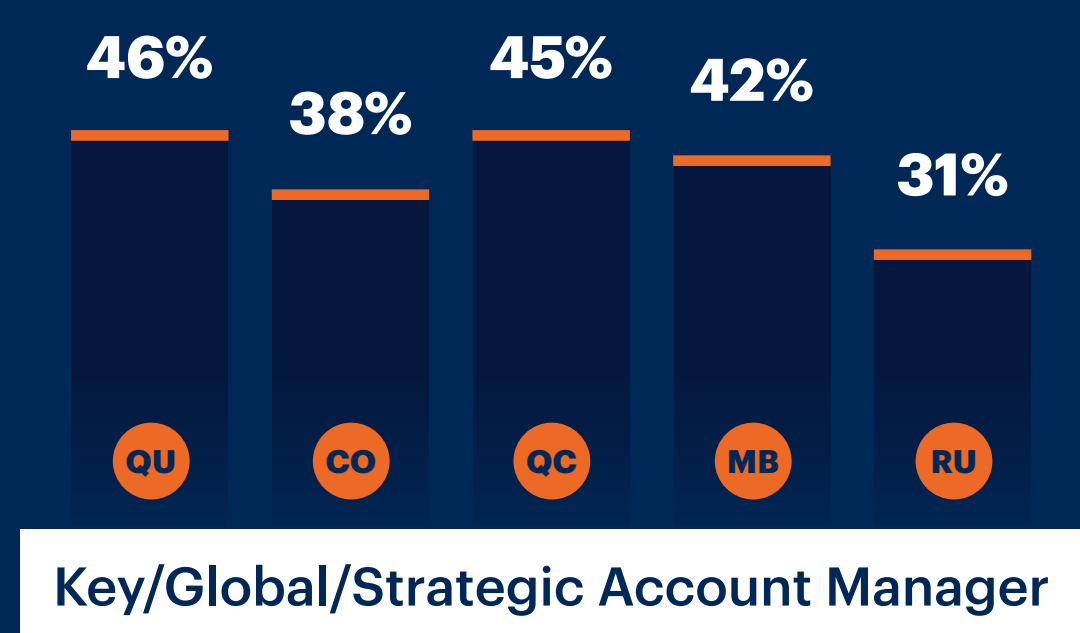
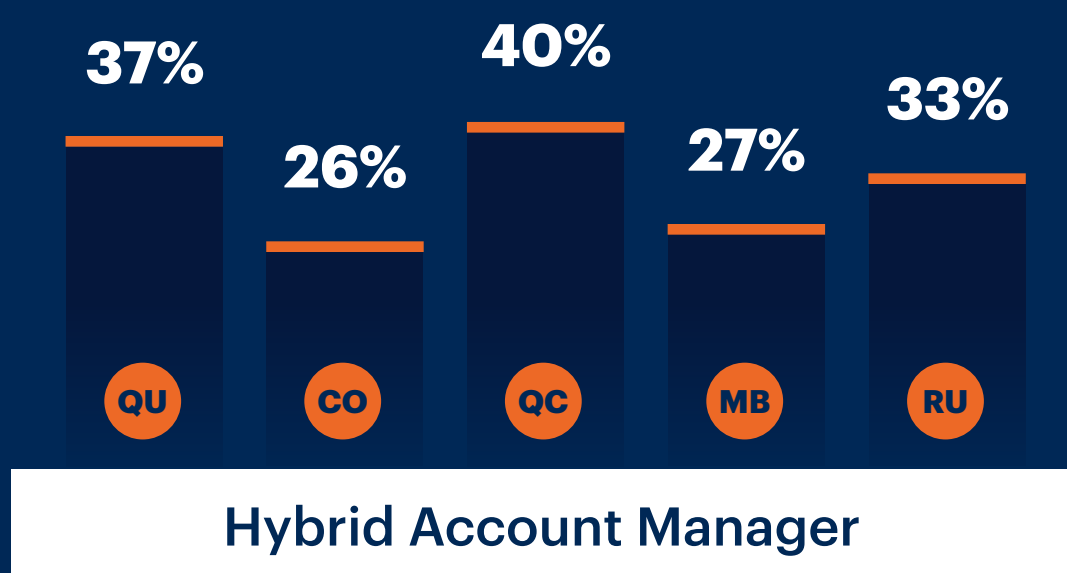
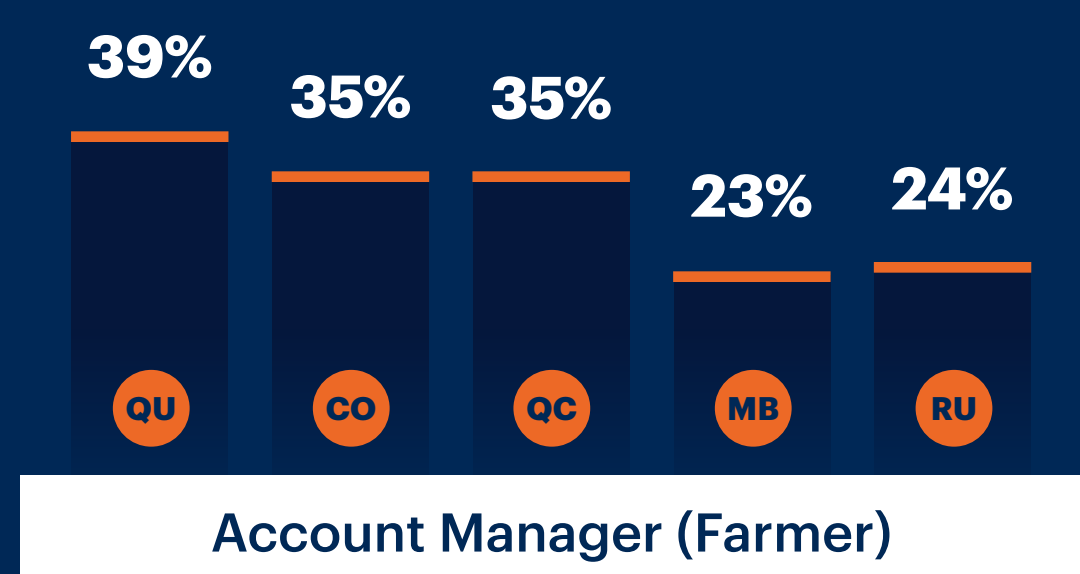
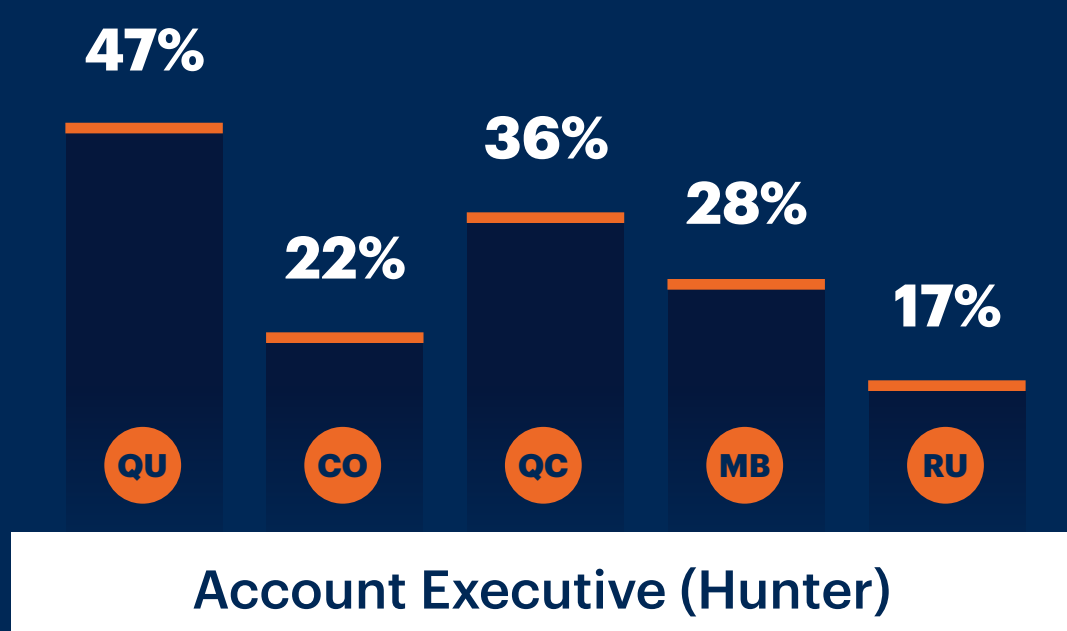
That challenge alone raises the stakes for sales compensation programs in the coming design season. But with seller turnover now a growing concern, the cost of making the wrong compensation decisions is even greater. The Gartner survey of 145 cross-industry B2B sales organizations around the world, capturing the most common sales compensation plans in use today, can help sales leaders make choices that drive commercial success for their companies.

Most Common Compensation Plan Types

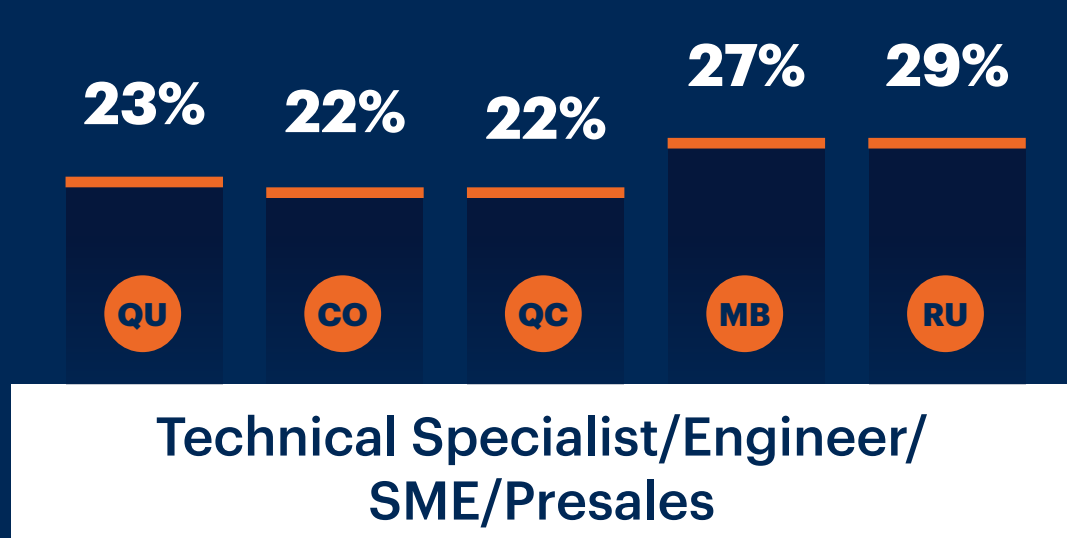
Plan Type	Definition
QU Quota/Goal/Target Plan	The seller's performance against their quota determines how much of their target incentive pay they earn.
CO Commission Rate Plan	Seller payout is calculated as a percentage of the revenue generated by them during the plan period, or as a fixed payout rate when measured in other units.
QC Commission Rate/Quota Hybrid Plan	The commission rate used to calculate the seller's payout on generated revenue varies based on their performance against the quota.
MB Management by Objectives Plan	Payout is based on the seller's achievement of individualized success objectives linked to their account opportunities.
RU Roll-Up Plan	Participants earn payouts based on the aggregate performance of other sales roles.

How Companies Choose Compensation Plans by Role

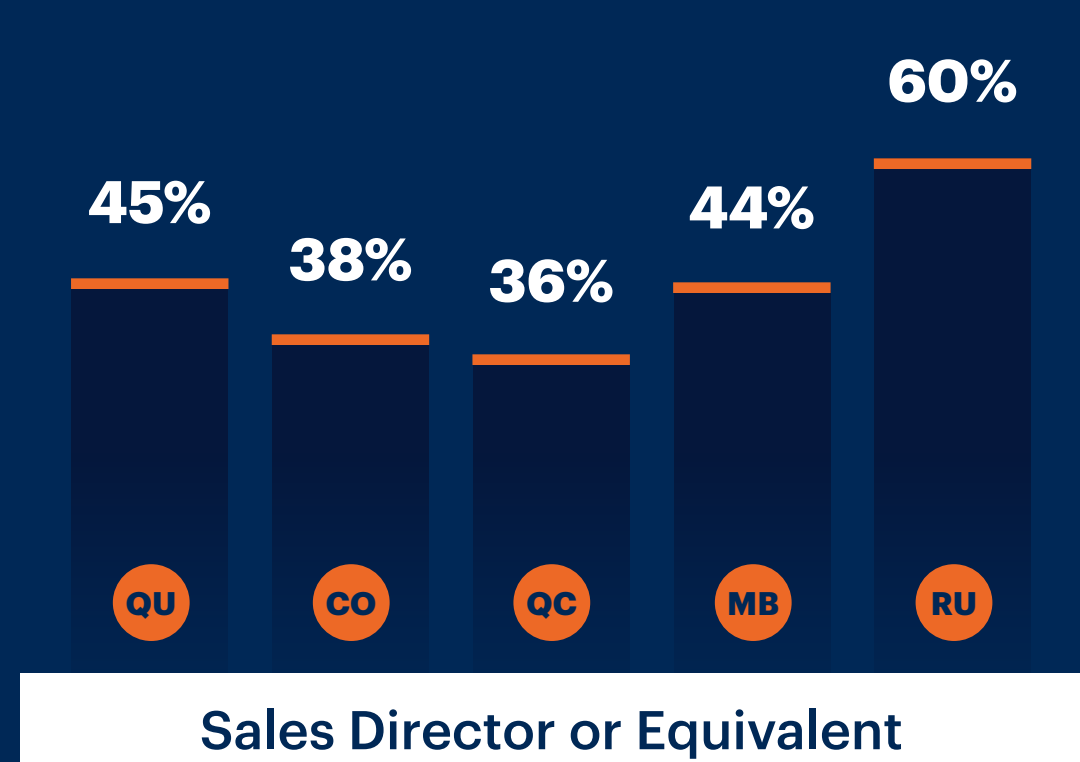
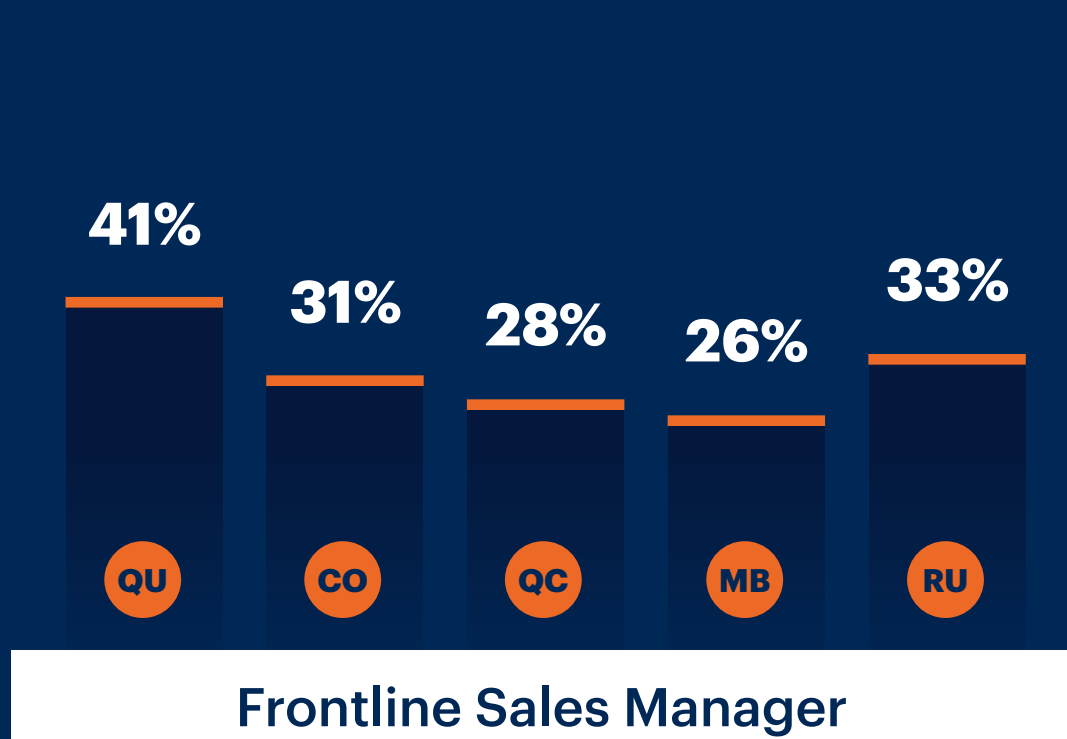
Main Account Team Roles



Overlay Roles



Sales Manager and Leaders



Gartner experts and insights can help you revamp your sales compensation strategy.

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