

Objective

A well-designed and executed incentive compensation program will:

- Increase sales results;
- Reduce turnover of key sales personnel;
- Eliminate cost overruns;
- Improve morale; and,
- Grow your bottom line.

The objective of the Best Practices Audit is to help you realize these benefits. By leveraging the insight we provide into the strengths and weaknesses of your incentive compensation program, you'll be able to decide whether, when and how to implement the changes needed to keep your sales people exceeding expectations.

Deliverables

The Best Practices Audit evaluates your incentive compensation program within the context of corporate objectives and the prevailing selling environment. The Audit will be customized to address the particular concerns that you have and could include a range of typical problem areas such as measures, quota-setting, documentation, process automation, administrative practices and mix (i.e., the ratio of base pay to variable pay).

The results of the Audit, along with concrete recommendations on what improvements should be made, will be documented and presented in a meeting. This will ensure that the results are thoroughly understood and will also provide an opportunity to discuss implications and next steps.

Budget

The budget for a Best Practices Audit depends on its scope, the number of sales positions reviewed, as well as the number of interviews and focus groups undertaken. To tailor a solution that perfectly fits your specific requirements, please contact us using the information displayed below.



The 4-Step Audit Process

The process used by TopLine is designed to quickly focus in on what's working and what isn't. It's a proven approach that consistently delivers the insight needed to improve your incentive compensation program.

1. Planning - The purpose of the first step is to translate the Audit's scope and deliverables into a clear project plan with milestones and dates, and to identify all required internal participants. Specific data/information requirements will also be discussed to ensure TopLine has the materials needed to undertake a thorough analysis.

2. Discovery - This step includes a review by TopLine of job descriptions, organizational charts and incentive compensation documentation, as well as relevant statistics such as historic earnings and sales results. This step also includes collecting input from senior executives and sales people through interviews and/or focus groups.

3. Analysis & Audit - Based on the information collected in Discovery, TopLine will undertake a detailed evaluation of the current incentive compensation program. The intent is to uncover its strengths and weaknesses, and provide insight into what changes should be considered to improve its effectiveness.

4. Recommendations - With the Analysis & Audit step completed and the results documented, a meeting will be held to review findings and recommendations. This will ensure a thorough understanding of the Audit's results and provide an opportunity to discuss implications and next steps such as implementation strategies.