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The purpose of the sales force compensation metric is to determine the mix of salary, bonus, and commission that will maximize sales generated by the sales force. When designing a compensation plan for a sales force, managers face four key considerations: level of pay, mix

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between salary and incentive, measures of performance, and performance-payout relationships. The level of pay, or compensation, is the amount that a company plans to pay a salesperson over the course of a year.

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Meaning of compensating sales force

Compensating sales force means giving

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monetary and non monetary benefits in return for the services rendered by sales force. The basic sales force compensation elements are salary , commission , bonus, fringe benefits or any combination of these. 3. Components of compensation plan Fixed component It provides stable income to the sales force. It is in the form

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aren't very common, but they do have a place in some organizations. With this type of structure, you'd pay your sales people a straight—albeit competitive—salary like all of your other employees, and nothing else. No bonuses, no commissions, and few, if any, sales incentives.

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Study Force A Practical Guide To

COMPENSATING SALES FORCE

fSales is one of the few jobs where you earn your money – every day.

fCOMPENSATION IS MORE THAN

MONEY Any type of sales organization

can reward sales performance in three fundamental and interrelated ways: 1.

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The sales force comprises of PSR which was Initially paid by Distributor while the AML provided the bill and Distributor Sales Representative who was initially settled by the distributors (Koly, 2017).

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The AML have introduced Incentives, standard Salary, and other employee benefits for its sales force as seen in the 2014 compensation plan.

Coca-Cola sales force and compensation Plan | Eddusaver

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