Compensating new sales roles: how to design rewards that work in today's selling environment

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Abstrak

"With the explosion in Internet sales, organizations are frantically transforming their sales departments, adding new roles and redefining existing positions, to capture a share of this lucrative new market. This second edition of the landmark Compensating New Sales Roles explains: * How to identify and establish the sales roles an organization needs to turn in double-digit growth on a continuous basis * How to design and implement a compensation plan that directs, motivates, and rewards employees who perform effectively--regardless of sales channels * How to compensate sales staffs in telesales and teleweb operations--the fastest growing fields of selling. Packed with updated tips, tools, and examples, along with a new focus on online selling opportunities, this is an essential guide for human resources/compensation professionals, business owners, and sales executives."