

## The sales compensation handbook

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20438327&lokasi=lokal>

---

### Abstrak

"Now in an updated and expanded edition, The Sales Compensation Handbook provides the information and tools needed to design and implement top-notch sales compensation programs. This authoritative reference from experts at Towers Perrin provides guidance on all aspects of compensating salespeople, including cash and non-cash incentives \* base salary, bonus, and commission scales \* team-selling roles and implications \* linking compensation to company culture, and much more. Sales managers and compensation professionals alike will find this comprehensive resource a valuable tool for building sales rep productivity."