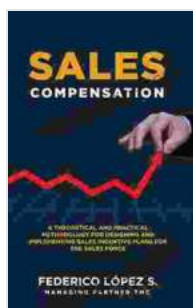
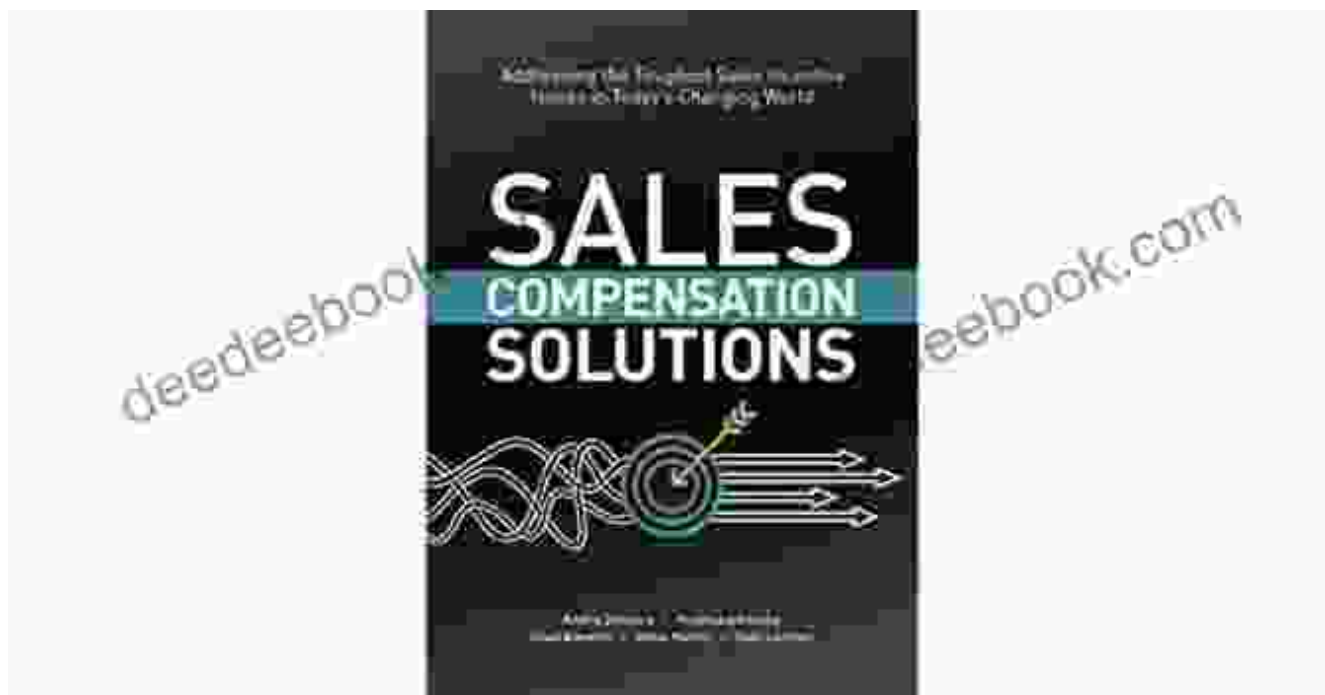


# Sales Compensation Second Edition: The Complete Guide to Designing and Implementing a World-Class Sales Compensation Plan



**Sales Compensation, Second Edition:: A theoretical and practical Methodology for designing and implementing Sales Incentive Plans for the Sales Force**

by Federico López

★★★★☆ 4.5 out of 5

Language : English

File size : 43192 KB

Screen Reader: Supported

Print length : 275 pages

Paperback : 81 pages

Item Weight : 4.6 ounces

Dimensions : 6 x 0.21 x 9 inches



## About the Book

Sales Compensation Second Edition is the most comprehensive and up-to-date guide to designing and implementing a world-class sales compensation plan. This book provides everything you need to know about sales compensation, from the basics to the most advanced strategies.

If you're looking to improve your sales performance, this book is a must-read. Sales Compensation Second Edition will help you:

- Understand the different types of sales compensation plans and how to choose the right one for your organization.
- Design a sales compensation plan that motivates and rewards your sales team.
- Implement your sales compensation plan effectively.
- Measure the results of your sales compensation plan and make necessary adjustments.

## What's New in the Second Edition

The second edition of Sales Compensation has been updated to reflect the latest trends in sales compensation. This edition includes new chapters on:

- Variable pay
- Sales incentives
- Sales commissions

- Sales performance management

The second edition also includes updated case studies and examples throughout the book.

## About the Author

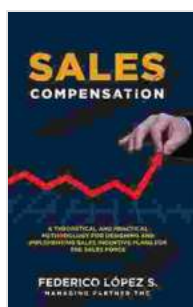
David Brock is a leading expert on sales compensation. He has over 25 years of experience in the field, and he has helped hundreds of organizations design and implement world-class sales compensation plans.

David is a frequent speaker and writer on sales compensation. He is the author of several books on the topic, including Sales Compensation Second Edition.

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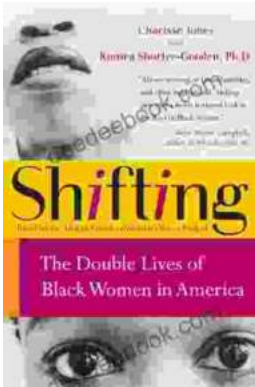
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