



# Profit-Driven Sales Commissions: Design a Profit-Based Plan that Drives Cash Flow and Makes Happy Reps

*Randy MacLean*

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## **Profit-Driven Sales Commissions: Design a Profit-Based Plan that Drives Cash Flow and Makes Happy Reps** Randy MacLean

This book is completely focused on the single most effective sales compensation plan yet devised – profit-driven commissions. A good sales compensation plan isn't just a mechanism to calculate pay, it's most importantly a device to price sales activities to produce a given profit. For a plan to deliver, it must begin by understanding of the desired end state. This book begins with an eye-opening discussion of the actual (and little-known) dynamics of profit production, and develops a strategy for controlling and directing them. This critical groundwork guides the tactics the profit-driven plan will support. The book finishes with a design walk-through, where the author develops a plan for a company in the most challenging of environments – low profit with a too-large sales force. The reader gets to look over the shoulder of an experienced expert as a plan comes together. Included is a sophisticated workbook for readers to create their own plans. Much more than a recitation of general wisdom and guidelines, this book looks into the base mechanics of profit generation, and the tools employed to help maximize profit.

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