



Managing the Salesforce Through Uncertain Times

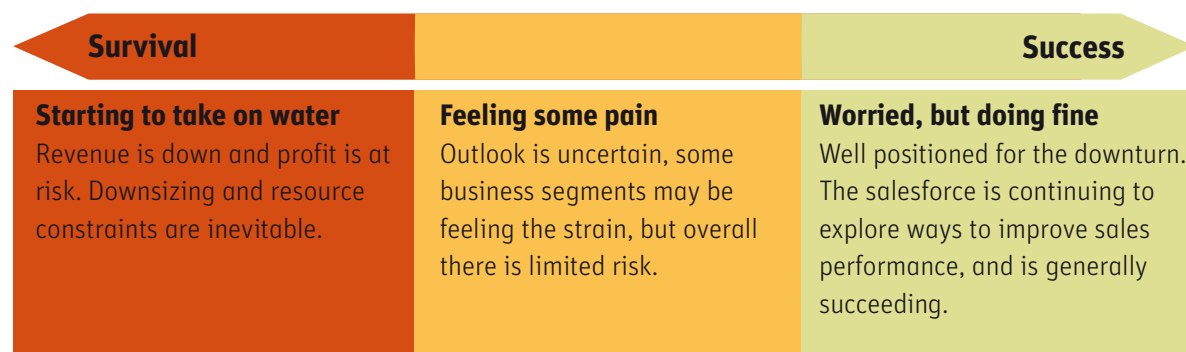
The economic downturn means that your sales team must be **focused**. The prioritisation of actions, alignment of resource to market opportunities, talent management, and effective reward delivery are required to weather the storm and succeed.

It is important to understand the impact of the recession on your business.

The **salesforce** is **critical** in carrying the organisation through recession and picking up business performance as the recession subsides.

Understanding the impact of the recession on your salesforce will ensure you make the right decisions.

We have found that companies broadly fall into three categories:

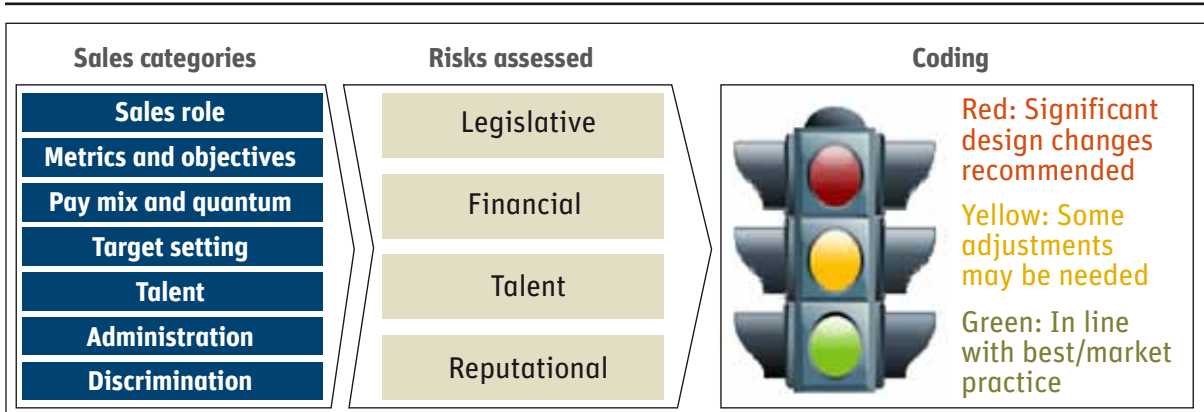


Where is your salesforce heading? What will change in the next six months?

Diagnosing salesforce effectiveness

Hewitt has developed a quick sales plan audit tool, the Salesforce Effectiveness Risk Reward Analyser (RRA) that enables a rapid diagnosis of companies' sales incentive plans.

- The RRA enables the identification and prioritisation of potential issues and provides insight on where to focus activity to reduce or contain risk.
- The diagnosis is based on a set of quantitative and qualitative tests and can be performed in a few days.
- For each category, we issue a green, amber or yellow stop light summary to identify a broad area of risk before delving into more detail.

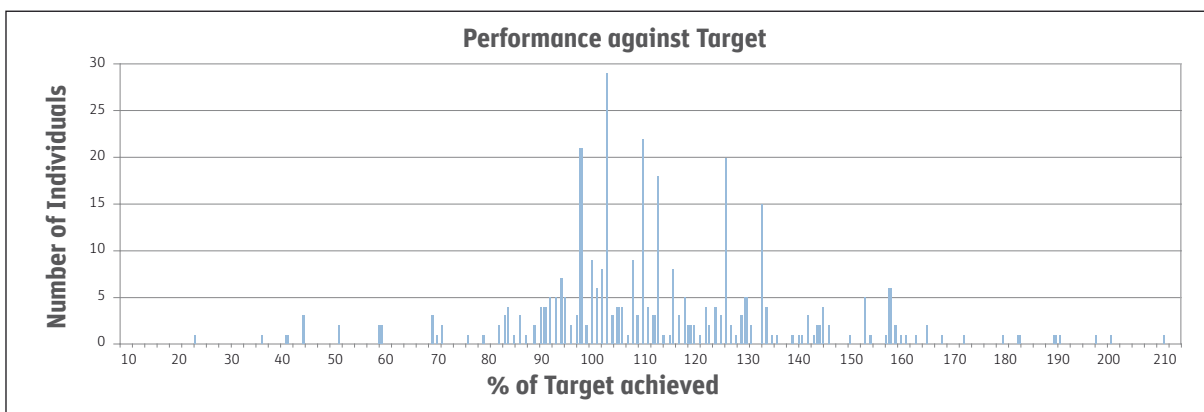
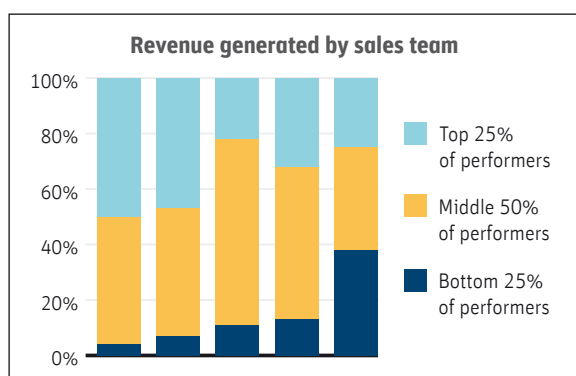


For example, roles that are not aligned to customer needs or where a ‘one size fits all’ approach is adopted can create a flight risk for the companies’ talent. A financial risk is often identified where incentive costs are too high for below-target performance, or where there is weak control around product margins. A legislative risk occurs when there is evidence of age, race, and gender discrimination in plan payments.

The RRA generates a number of standard outputs designed to enable an ‘at a glance’ summary, for example:

- An analysis of how the salesforce perform against target.

- An analysis of the contribution of different performance levels.



Contact

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