

# Top 14 benefits of sales commission apps for business leaders *in a downturn.*

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# Introduction

+90%

**Time saved:** save 90% of time spent on compensation processing, avoid errors, and boost revenue.

As the economy trends downward, it can be tempting for business leaders to keep to a bare bones approach to manage and run their sales commission plans. However, this is a mistake.

There are innumerable reasons why employing the latest technology just makes sense – not least in a downturn.

In this whitepaper, we look at some significant ways business leaders from CEOs to Finance, Sales, and indeed HR can get immediate value and reap the benefits from moving to a sales commissions management app.

**90%**

## Processing

90% reduction in effort managing end of period compensation processing.

**50%**

## Preventing

50% reduction in effort managing disputes, clawbacks, and exceptions.

**90%**

## Planning

90% reduction in effort planning and modeling future plans/scenarios.



## CEO Top Benefits

*How a Chief Executive Officer can best use a Sales Commission Management App*

- 01 Model out different scenarios: understand potential future payouts and impact on spend with dynamic “what-if” modeling.
- 02 Keep on top of cashflow: devise, compare, and assess future plans to keep control of spend and outgoings.
- 03 Ensure you have the right people in the right seats: understand the profile and performance of a sales team at a glance.
- 04 Drive growth and reduce operational costs: use deep insights into spend and performance to streamline operations and maximize revenue.



## Finance Leaders Top Benefits

*How Finance Leaders can best use a Sales Commission Management App*

- 01 Cash management: employ staged commissions to plan and pay sales at different stages to keep tighter control of spend.
- 02 Major operational cost savings: save 90% of time building and running compensation plans compared to using time consuming and error-prone spreadsheets.
- 03 Ensure you're not overspending on commission payments with accurate insights and the ability to quickly model plans to understand impact and reconfigure easily.

Leaptree Incentivize

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End of Period Close Out  
Americas Comp Plan FY20-Year1\_2020

Period Start	Period End	Status	Compensation Plan
01/01/2020	31/12/2020	Accepted	Americas Comp Plan FY20

Total Revenue	Total Target	Total Compensation Earned	Total Compensation Due
\$934.5K	\$3.5M	\$24.4K	\$0

End of Period Compensation

Sales Exec	Revenue	Total Target	Total Target Attained	Compensation Earned	Compensation Due	Commission %
Neil Young	\$921,500.00	\$1,900,000.00	48.5%	\$902,425.00	\$24,250.00	50.00

Team Leaderboard

Employee Name	Year Closed Wins	Year Target	Year Win Rate	Year Commission
Neil Young	\$970,000.00	\$1,200,000.00	81%	\$14,550.00
Tom Prince	\$70,000.00	\$300,000.00	23%	\$1,400.00
Marissa Taylor	\$250,000.00	\$300,000.00	83%	\$5,000.00
Conor Daly	\$450,000.00	\$300,000.00	150%	\$9,000.00
Barry Connellan	\$200,000.00	\$300,000.00	67%	\$4,000.00

Sample Sales Compensation Plan via Leaptree Incentivize

## Sales Leaders Top Benefits

*How Sales Leaders can best use a Sales Commission Management App*

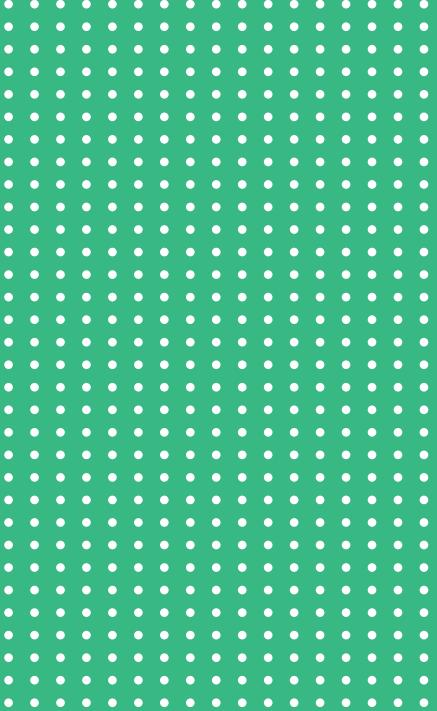
- 01 Drive your “A” players: use attainment tiers to continue to incentivize high performers after they meet their initial targets.
- 02 Manage and review the performance of underachievers: ensure you are not overpaying for underperformance with powerful attainment tiers.
- 03 Make significant operational cost savings: build and model out different monetary outcomes based on a variety of compensation plan scenarios. Put an end to costly dispute management with error free, transparent commission plans.
- 04 Spend more time on selling and less time on admin: save up to 90% of time running and managing complex sales commission plans, and focus your attention on sales.



## HR Leaders Top Benefits

*How Human Resources leaders can best use a Sales Commission Management App*

- 01 Added transparency in commission payouts: create a culture of trust and openness in the workplace by giving the whole team personalised dashboards to understand exactly how their sales incentives are calculated and paid.
- 02 Observe fair process: keep employees alert to where they're hitting their targets – and where they're falling short.
- 03 Aid recruitment: show prospective employees that there's a detailed, formalized system in place for managing sales commissions. As importantly, retain your best sales people by creating a culture of trust and openness with easy to understand commission breakdowns.



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