

University of Wisconsin
Executive Education
Compensation and the Sales Force

Workshop Notes Extract —
Section #5

March, 2009

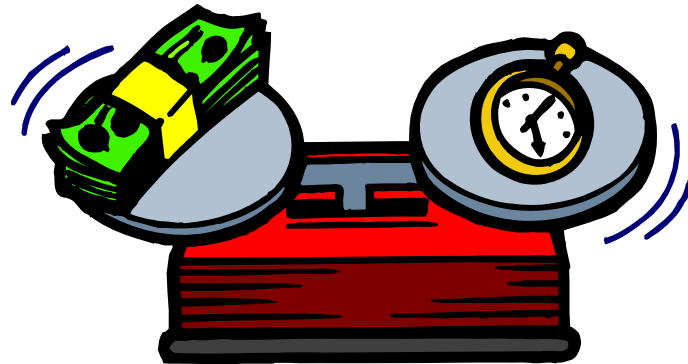
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Section #5

Economics of sales force retention



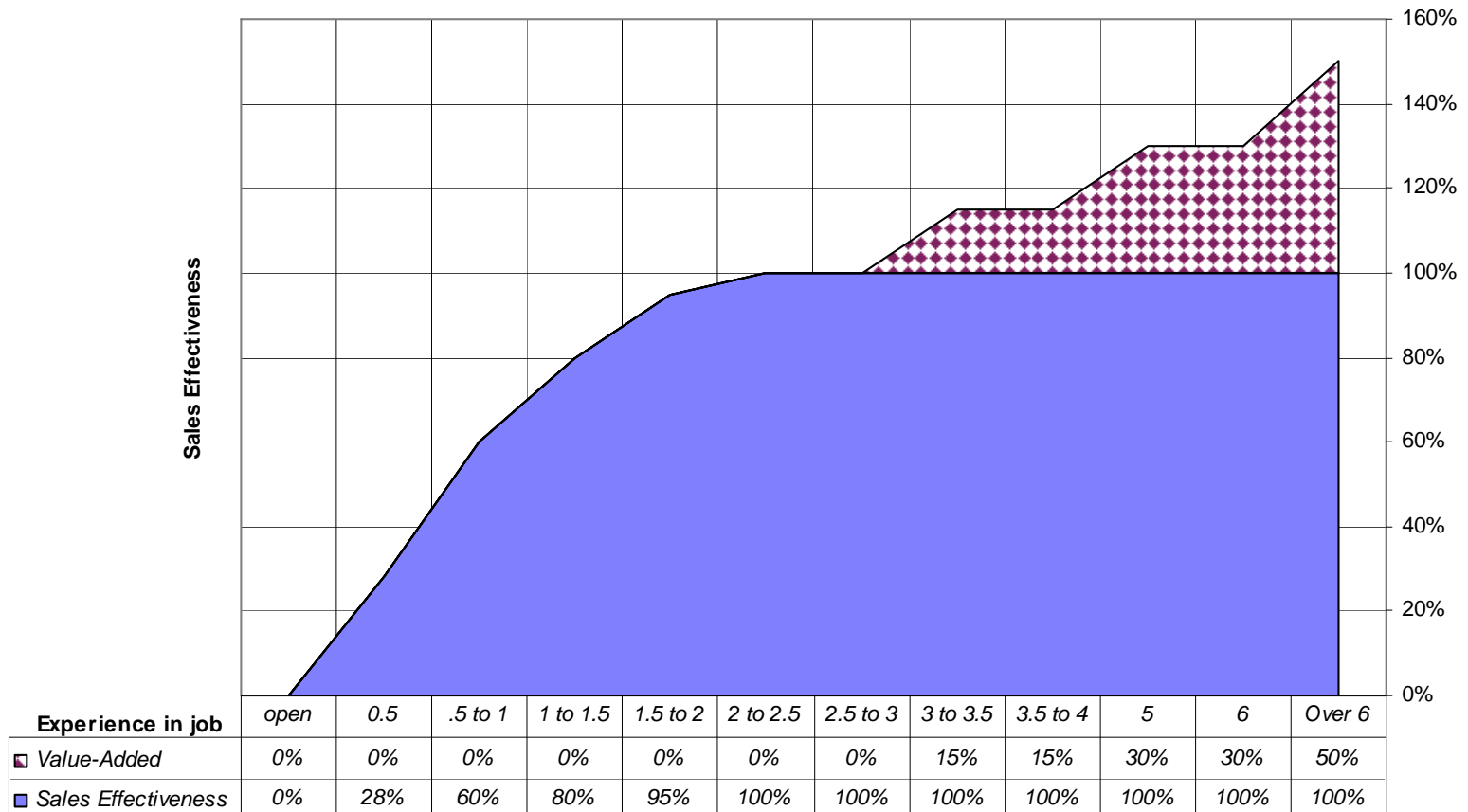
So, what is the impact of good sales pay & management practice?

- Clearly performance & productivity....
- But there are two “quiet” factors that most often go unnoticed
 - Managing sales force turnover
 - Retention of “keepers” into the future (say 5 years)
- Next slides tell the tale of the tape

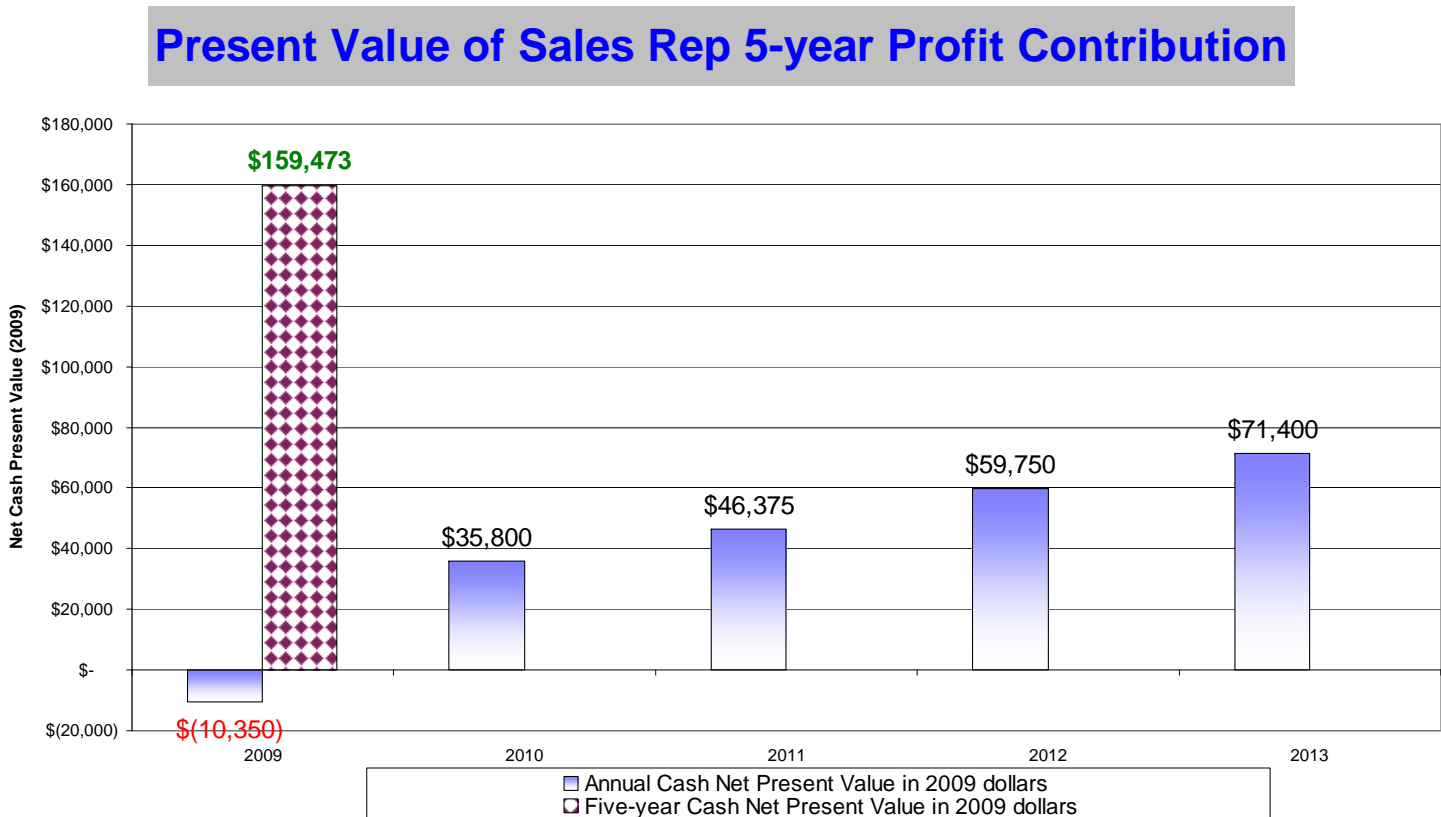


The sales force experience curve

Sales Force Effectiveness vs. Job Experience



What is it worth to keep a new (solid) rep?—*Future profits*



And, performance does matter!

Impact of Sales Rep Growth on Bottom Line

