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## Game the Plan: Every Sales Reps Dream Every CFOs Nightmare

By Christopher W. Cabrera

River Grove Books. Paperback. Book Condition: New.

Paperback. 224 pages. Dimensions: 8.4in. x 5.4in. x

0.7in. **CREATE AN INCENTIVE COMPENSATION PLAN KNOWING**

**IT WILL BE GAMED** Tired of the reality that within five minutes

of announcing an incentive plan someone on your sales team

starts to find ways to game the plan **THERE IS NOTHING**

**WRONG WITH THAT!** By gaming, sales reps are trying to

achieve the goals you set out. Too many companies walk away

from incentives thinking they create a scenario in which every

win by a team member means a loss for the company. The

only thing a loss means, though, is that you, the corporate

leader, wrote a bad plan. Instead of fighting the gamers on

your staff, build your incentive plan knowing that your sales

reps will take every possible means to earn their badges,

bonuses, checks, extra PTO days, or whatever other bait you

dangle in front of them. Game the Plans revolutionary, three-

pronged approach takes the guesswork out of creating the

right plan by reviewing a combination of academic,

experiential, and empirical data. And the self-assessment

exercises will help you diagnose and fine-tune your companys

incentive strategy effectiveness. Christopher Cabrera offers you

a way...



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-- **Ms. Vernie Stracke**