



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 company's incentive strategy effectiveness. Christopher Cabrera offers you a way...

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