SALES INCENTIVE SCHEMES

Start Date:	29/06/2026	End Date:	03/07/2026
Categories:	Sales & Customer Service	Venues:	Durban
Formats:	In Person	Instructors:	

OVERVIEW

This practical course guides sales and HR teams on designing performance-based compensation systems. Participants will build models to link rewards to revenue, margin, and behavior KPIs while balancing motivation and cost control.

OBJECTIVES

By the end of this course, participants will be able to: – Design incentive structures that align with sales strategy. – Model tiered and commission-based compensation. – Apply KPIs that reinforce target behaviors and outcomes. – Analyze historical sales data to calibrate bonus levels. – Evaluate incentive ROI and fairness across roles.

COURSE OUTLINE

1- Components of Sales Incentive Plans 2- KPI Selection and Goal Setting 3- Commission Modeling and Bonus Schemes 4- Simulation of Plans Using Historical Data 5- Strategy Alignment and Cost-Benefit Analysis

TARGET AUDIENCE

All Supervisory Levels, Sales managers, HR compensation analysts, commercial heads, and finance teams structuring sales rewards.

METHODOLOGY

Modeling workshops, Excel-based commission planning, role-specific simulations, and case studies.

CONCLUSION

Participants will return with a data-driven incentive plan tailored to drive growth while managing risk and cost.

DAILY AGENDA

Day 1: Designing Incentives that Motivate

Understand incentive components and build a motivation-focused framework.

Day 2: KPI Alignment and Goal Structure

Select financial and behavioral KPIs and design payout logic.

Day 3: Commission Modeling in Excel

Simulate different payout tiers and reward thresholds.

Day 4: Analyzing Plan Effectiveness

Use data to review impact, fairness, and behavior reinforcement.

Day 5: Optimizing and Presenting the Plan

Finalize incentive proposals and prepare communication for sales teams.

For more information, please contact us:

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