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# E-REWARD SHOWCASE ON SALES COMPENSATION

LONDON | THURSDAY 11th MAY 2017

The **UK'S BIGGEST sales compensation conference**, led by the dynamic and crowd-pulling Mark Donnolo, brings together leading sales effectiveness experts and senior practitioners in sales compensation management.

Learn during this seminar:

- > Sales compensation design – challenges and best practices
- > Global harmonisation in the context of sales compensation
- > Implementing incentive compensation technology
- > Professionalising the management of incentive compensation
- > Reward analytics and performance management for sales professionals – trends and best practices

Plus your opportunity to participate in:

- > PANEL DISCUSSIONS – Global harmonisation challenges, opportunities and viewpoints
- > TOPIC TABLES – Explore hot topics and ask questions



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The sales compensation plan is a vital tool that keeps the daily connection between corporate growth and the salesforce. It guides and motivates the actions of the sales organisation more than any other single factor. It trumps leadership messages, sales strategies, sales management, and sales training.

But if the plan's message isn't clear or to their liking, your sales people will interpret it in their own financial interest. You will get what you measure and what you pay for – and it may not always be what you expect.

**While its impact can be direct, the compensation plan is a fine blend of art and science that has long been a point of conflict within companies. Everyone likes to have their say on how to reward the sales team. It's a controversial topic that few agree on.**

Sales, sales operations, HR, and finance regularly engage in battles over questions like:

- Does the plan represent our business objectives?
- Are our highest paid sales people actually our top performers?
- Is the plan too expensive?
- Can we better motivate our organisation to pursue the sales strategy?
- How can we promote more of a performance-oriented sales culture?
- Can we make the plan simpler to understand?
- Can we make the plan easier to administer?
- Are sales quotas penalising our best performers?
- How can we set quotas that better represent the sales potential in our markets?

Too often, these battles lead to sales compensation programmes that are compromises between parties, ultimately leading to underperformance in the business. Above the fray, senior executives look on, often asking only the most general questions. All too many of these senior executives, concerned about the next quarter and the remainder of the year, miss opportunities to use sales compensation as a tool to drive growth.

### YOU ARE INVITED TO ATTEND THIS EVENT

There are 75 free tickets at this event **reserved for senior reward, sales and finance managers**. If you have responsibility for sales compensation programmes in an organisation with more than 300 employees, apply now for one of our 75 complimentary places.

Titles qualifying for a free ticket include:

- Head of Reward; Director, Compensation; Director, Sales Compensation
- Reward Manager; Incentive Manager
- HR Director
- Director, Sales Operations; Sales Director
- Finance Director; Vice President, Finance

**RSVP** Please email [paul@e-reward.co.uk](mailto:paul@e-reward.co.uk) for your free tickets.

Delegate fee for all other attendees: £445 + VAT.



**75**  
GUEST  
TICKETS



# THE SEMINAR

Following the overwhelming response to our sold-out 2016 event, E-reward is delighted to announce our second Showcase conference devoted to sales incentive compensation. Once again, it will be presented by sales effectiveness thought leader **Mark Donnolo**, Managing Partner of [SalesGlobe](#). This year Mark will be accompanied by Michelle Seger, the firm's Global Practice Lead.

For the 2017 conference, we've added new content that will include the very relevant topic of **global harmonisation**. Throughout the event we will discuss how companies can achieve the right balance of global consistency that responds to local needs and practices within the sales incentive plan designs.

Based in Atlanta, USA, Mark has worked as a leading sales effectiveness consultant for more than 25 years, helping many Global 2000 companies, including Accenture, Bank of America, IBM, Johnson & Johnson, LexisNexis, Office Depot, Orange, Salesforce.com, Sprint, UPS, and Verizon.

Michelle brings the change management viewpoint to the table having worked with global companies for more than 20 years and with her own experience of expanding a retail franchise concept from Italy into the USA.

Together Mark and Michelle will facilitate the day, provide a series of **insightful workshops** and introduce reward practitioners to the sponsor and exhibitor sessions which will be dispersed throughout the day. The day will be content filled, rewarding and, above all, fun.

The conference will also have a special **panel discussion** on global harmonisation that will delve into the challenges and opportunities companies face in an increasingly complex multi-cultural environment. This panel will include HR and sales compensation professionals and thought leaders, offering a lively and enlightening discussion for all.

## YOUR THOUGHTS

We would like to hear from you ahead of the event! Once you have registered for the conference we will ask you a few questions about your greatest challenges and what you would like to get from this event. This is not for marketing purposes, but will be used to help drive the session content.

## OVERVIEW OF CONTENT FOR CONFERENCE

- Sales compensation design: challenges and best practices.
- Quota setting: the role of quotas and target setting. Getting the growth and results that you need.
- Incentive compensation technology implementation: When is it time to professionalise the management of incentive compensation? Finding the right solution for YOUR business.
- Reward analytics: evidence-based decision making – Getting the bang for your buck.
- Performance management: trends and best practices.
- Global harmonisation: in the context of sales compensation.
- Panel discussion: Global harmonisation – challenges, opportunities and viewpoints.

### Topic tables

All delegates will have an opportunity to explore hot topics and ask questions of subject matter experts in a small group roundtable discussion format. Topics to include some of the following (but we are happy to be guided by participants):

- Quota setting and targets – you ask, we answer
- Reporting and analytics – what you need to know and why
- Employee morale – why it matters and moving the needle

- Customer experience – managing to versus paying for
- Sales enablement – what does it mean to YOUR company and why it matters
- Driving engagement – things to consider for your business
- Gamification – what’s new and how does it work?
- Hiring talent – tools and techniques to get it right

## WHAT DELEGATES SAID ABOUT LAST YEAR’S EVENT

Here’s just a tiny selection of what delegates on our 2016 sales compensation conference told us about Mark Donnolo – overall they gave Mark’s sessions a whopping score of 95% . . .





## YOUR SEMINAR LEADERS



### MARK DONNOLO

Mark is a founder and managing partner of **SalesGlobe**, a sales effectiveness consulting firm that works with major sales organisations on sales strategies to grow revenue. SalesGlobe focuses on helping companies grow profitably by developing and implementing strategies that improve the effectiveness of sales, marketing, and service organisations. Areas of focus include sales strategy, customer segmentation, channel strategy, sales organisation design and deployment, performance management, and incentive compensation.

Mark's work spans several industries including technology, telecommunications, business services, manufacturing, staffing, and financial services, in the USA and Europe.

Previously, Mark was:

- Senior Vice President with MarketBridge, leading the firm's sales effectiveness practice.
- Partner and Senior Vice President with Sibson Consulting, where he was on the firm's management team and led its sales and marketing effectiveness practice.
- Vice President with The Alexander Group.
- Consultant with Siegel & Gale/Saatchi & Saatchi, an international marketing and advertising firm.
- Co-founder and CEO of Biltmore Communications.
- President of InfraStream, a venture-funded VoIP service provider.

Mark is a regular conference speaker on sales compensation and is the author of numerous articles in publications that include *Fortune*, *Sales & Marketing Management*, *Selling Power*, *Success*, *Telecommunications*, *Telephony*, *Investment Property*, *Velocity*, *Workspan*, *American Way*, and *Marketing News*.

His recent books on sales effectiveness and reward include:

- *What Your CEO Needs to Know About Sales Compensation: Connecting the corner office to the front line* (AMACOM 2013).
- *The Innovative Sale: Unleash your creativity for better customer solutions and extraordinary results* (AMACOM 2014).
- *Strategic Account Planning: The five imperatives* (ATD 2017).



### MICHELLE SEGER

Michelle has a strong background in sales effectiveness, management consulting and change management across the globe. Her portfolio includes ERP implementation, strategy execution, revenue management, new product introduction and innovation, acquisition integration, partnership development and execution, and organisational design. Michelle is expert at root cause analysis and identifying practical solutions for clients.

Industry experience includes: manufacturing, financial services, retail, consumer products, hospitality and technology.

Highlights of her business experience and client work include: Accenture, RGP, Georgia-Pacific, Elavon-US Bank, NCR, SunTrust, Ocean Spray Cranberries, Raytheon E-Systems, Southern Company, Intuit, Verizon, HGTV, and a broad range of global to small and mid-size companies.

Michelle has deep experience in process improvement, benchmarking and best practices development, and is very effective at developing policies, procedures, methodologies and training guides. She is adept at working cross-functionally to bring change to a company and is a collaborative team builder with strong communication and facilitation skills. Her problem-solving approach – including a balance of practicality and creativity – leads her clients to business solutions that are implementable and bring about the desired results.



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## THE AGENDA

The conference will be led by Mark Donnolo, Managing Partner of SalesGlobe, and Michelle Seger, the firm's Global Practice Lead.

<b>8.30</b>	<b>REGISTRATION AND BREAKFAST</b>  <b>SHOWCASE:</b> Join us for a hot breakfast and networking whilst visiting our exhibitors.
<b>9.30</b>	<b>INTRODUCTION – A GUIDE TO THE OBJECTIVES OF TODAY'S EVENT</b>  <i>Mark Donnolo and Michelle Seger, SalesGlobe</i>
<b>9.35</b>	<b>SALES COMPENSATION DESIGN – CHALLENGES AND BEST PRACTICES</b>  <i>Mark Donnolo and Michelle Seger, SalesGlobe</i>
<b>10.20</b>	<b>SPONSOR PRESENTATION</b>
<b>10.50</b>	<b>SHOWCASE:</b> A chance for refreshment whilst visiting our exhibitors.
<b>11.10</b>	<b>INCENTIVE COMPENSATION TECHNOLOGY IMPLEMENTATION</b>  <i>Mark Donnolo and Michelle Seger, SalesGlobe</i>
<b>11.55</b>	<b>SPONSOR PRESENTATION</b>
<b>12.25</b>	<b>JOIN US FOR LUNCH</b>  <b>SHOWCASE:</b> A chance for refreshment whilst visiting our exhibitors.
<b>1.15</b>	<b>TOPIC TABLES</b>  Explore hot topics and ask questions of subject matter experts in a small group, roundtable discussions. Planned topics: <ul style="list-style-type: none"><li>▪ Quota setting and targets – you ask, we answer</li><li>▪ Reporting and analytics – what you need to know and why</li><li>▪ Employee morale – why it matters and moving the needle</li><li>▪ Customer experience – managing to versus paying for</li><li>▪ Sales enablement – what does it mean to YOUR company and why it matters</li><li>▪ Driving engagement – things to consider for your business</li><li>▪ Gamification – what's new and how does it work?</li><li>▪ Hiring talent – tools and techniques to get it right</li></ul>
<b>2.00</b>	<b>SPONSOR PRESENTATION</b>
<b>2.30</b>	<b>SHOWCASE</b>  A chance for refreshment whilst visiting our exhibitors.
<b>2.50</b>	<b>SPONSOR PRESENTATION</b>
<b>3.20</b>	<b>REWARD ANALYTICS AND PERFORMANCE MANAGEMENT FOR SALES PROFESSIONALS – TRENDS AND BEST PRACTICES</b>  <i>Mark Donnolo and Michelle Seger, SalesGlobe</i>

<b>4.20</b>	<p><b>PANEL SESSION: GLOBAL HARMONISATION</b></p> <p>Michelle Seger and Mark Donnolo will co-lead a lively and enlightening panel discussion on global harmonisation that delves into the challenges and opportunities companies face in an increasingly complex multi-cultural environment and how these are being addressed in the context of incentive compensation.</p> <p>Our panel will include HR and sales compensation professionals and thought leaders</p>
<b>5.00</b>	<b>DRINKS RECEPTION</b>
<b>6.00</b>	<b>CLOSE</b>

