

Sales Incentive Plans MasterClass

Managing Remuneration for the Sales Force

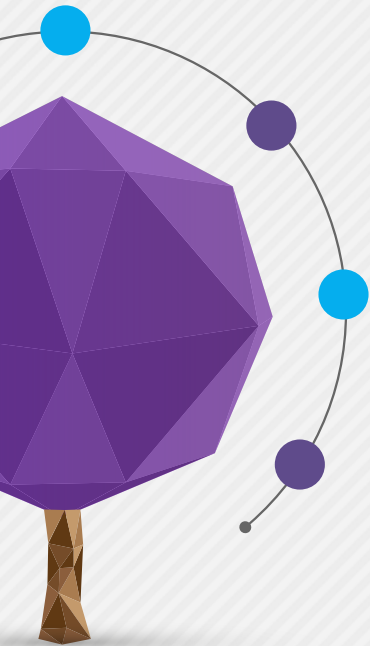
*Advanced Techniques in Compensation and Reward Management and
Advanced Best Practices to Motivate and Reward the Sales Force through SIPs*

Robert Mosley



Course Objectives for 2 half-days Course on “Managing Sales-Force Pay and Sales Incentive Plans” (SIPs):

The aim of this 2 half-days module on “Sales Incentive Plans” (SIPs) is to enable you to design and deliver effective sales incentive plans (SIPs) and commission schemes to attract, motivate and incentivise your sales staff, and get a better understanding of the latest best-practice approaches for SIPs.





WHO SHOULD ATTEND

This course is designed for everyone who requires an in-depth advanced knowledge of working with and managing salary structures and compensation and reward issues for the Sales Force, including both HR generalists and C&B specialists and all professionals who work in HR at all career levels and all specialists who work in Compensation and Benefits, at both an “intermediate” and “advanced” level, as well as Sales Managers who need to know about “SIPs” and “Compensation for Sales”.



KEY BENEFITS OF ATTENDING:

- **Increase** your business performance and employee effectiveness through implementing advanced compensation and reward systems that attract, retain and motivate sales staff
- **Discover** practical steps for designing and implementing SIPs (sales incentive plans).
- **Develop** solutions for your own compensation and reward issues and challenges for your sales force based upon practical case studies and interactive course and clinic discussions
- **Network** with your fellow course delegates and course tutor to discuss practical issues related to compensation and reward management that will help you in your workplace



PRE-REQUIREMENTS

This course is designed as an “intermediate and advanced” course in compensation, and delegates should have either already attended the elementary foundation course on “Managing Compensation and Salary Structures” training course conducted by Robert Mosley, or they should already have practical knowledge and working experience of working with the main “fundamentals” of managing compensation including knowledge about Pay Strategy, Grade Structures, Market Pay Levels and Benchmarking, Designing Payscales and Salary Structures, Calculating Compa-Ratios, and simple Payscale Formulae (such as the single-step approach of 80%-120% for min-max pay ranges).



COURSE TIMING

The training starts at 09.00 on both days and lasts till 12.30. There is a half-hour long coffee break at 10.30.



Meet Your International Expert Course Director:

Robert Mosley

**Global Remuneration Expert and HR Consultant
CEO of Lemon Pip Consulting Limited UK,
Middle East and Asia**

Robert was awarded the “Global Human Resources Leadership Award” in February 2017 by the “World HR Congress” to recognize his global “guru” status and his iconic work in the field of compensation, and he is now widely regarded as one of the top global experts in compensation. He is truly one of the leading HR trainers in the world today, and is in the “Global Guru #500 List” for 2020.

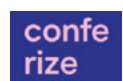
Robert Mosley is widely recognised in many industries and many countries as one of the leading global experts on compensation and benefits. His main areas of expertise and specialism are in the fields of job analysis, job descriptions, job evaluation, grading schemes, pay structures, allowances, bonuses and incentives, industrial relations and collective agreements, e-HR systems, performance management, performance appraisals, and all issues on compensation and benefits globally, especially in Europe and the GCC and Asia having worked in these regions for over 30 years.

Robert was born and educated in London (in UK) and he graduated with a MA masters degree in Mathematics from Oxford University (in UK) in 1983, and then obtained his MBA masters degree in business studies from London Business School (in the UK) and Chicago Business School (in the USA) in 1985. He then became a member of the Chartered Institute of Personnel and Development (in UK) with an FCIPD qualification, after deciding to focus on HR.

Robert has over 30 years of experience in HR and C&B, and he developed a detailed interest in compensation and benefits when he was employed by Hay Group (Hay Management Consultants) in the UK and UAE from 1985-1990, during which time he became a recognised expert on HR issues in several industries, and did HR consulting work in over 20 countries in Europe and Asia, mainly in the areas of compensation and total rewards. On leaving Hay Group, he joined Emirates Group and Emirates Airline based in Dubai where he worked for 13 years from 1990-2003 and he was promoted to SVP Human Resources with over 22,000 employees in 60 countries. At all times, Robert kept a detailed hands-on role on all remuneration policies globally, and on all general HR policies and procedures. In 2003, Robert left Emirates Group to establish his own consulting business focusing on HR and C&B called Lemon Pip Consulting Limited, and over the past six years he has developed a very successful specialist consulting practice with over 200 clients. His two main areas of specialism are working with clients in Europe and the Middle East regions, and in the global aviation industry.

Robert currently spends most of his time working in and around Europe and the Middle East and Asia, and offers an expert range of services and solutions on all compensation and benefits issues. Robert has been offering extremely popular training courses through IIR for the past fifteen years, with highly successful courses on “Job Descriptions and Job Evaluation and Grade Structures”, “Compensation and Salary Structures”, “Performance Management and Performance Appraisals” and “HR Policies and Procedures”, and this exciting new course on “Advanced Compensation”.

Media Partners





COURSE OUTLINE:

Managing Remuneration for Sales

- What is the difference between Bonus and Incentive
- Who should be on Bonus and who should be on SIPs
- The three “green lights” that define a sales employee who should be on SIPs
- The three “red lights” of practices that must be avoided if you want to motivate the sales force

Managing Variable Pay and Incentives and Bonuses

- Managing the risk-reward ratio and understanding employee motivational psychology
- Managing the mixture of fixed pay versus variable pay within the total cash package

What are SIPs (Sales Incentives Plans):

- What are SIPs (Sales Incentives Programmes)?
- Understanding the different types of sales employees (hunters, farmers, gatherers, supporters)
- Expressing on-target bonuses as a percentage of annual basic salary (the “HR” approach)
- Expressing on-target bonuses as a percentage of annual total cash (the “Sales” approach)

Designing SIPs (Sales Incentive Plans):

- The importance of “build-up” and “pay-out”
- Setting performance targets (the “build-up” stage)
- Setting bonus and incentive payment levels (the “pay-out” stage)

Understanding and Managing the Key Fulcrum Points for SIPs:

- Setting the “threshold” or “minimum” level
- Setting the “on-target” or “100%” level
- Setting the “stretch” or “ceiling” level
- Calculating the downside gearing curve (between threshold and on-target)
- Calculating the upside gearing curve (between on-target and stretch)
- Expressing SIPs as a “percentage commission” scheme
- Examples of a “SIPs Calculator”

Designing Scheme Rules and Terms-Sheets for SIPs:

- Managing the payment process for SIPs (timing and deferral)
- Implementing an end-of-year “true-up” process for monthly or quarterly SIPs
- Examples of “True-Up” Calculations
- Designing scheme rules and terms-sheets for SIPs



● Upcoming Conferences

FINANCIAL EVENTS

- Advanced RBA MasterClass September 2020
- IFRS9 MasterClass September 2020
- Initial Margin Regulation MasterClass October 2020
- Digitalization in Banking October 2020
- PSD2 MasterClass October 2020
- Internal Audit Summit 2021 March 2021
- 7th Annual Credit Risk Management Forum May 2021
- 9th Annual Retail and Corporate Payments Forum (BizPay 9.0) September 2021

PHARMACEUTICAL EVENTS

- CMC Biopharma 2.0 MasterClass July 2020
- Development of generics: From R&D to GMP MasterClass July 2020
- Risk and Pharmacovigilance MasterClass July 2020
- LifeScience Micro MBA MasterClass August 2020
- Signal and Risk Management in Pharmacovigilance MasterClass November 2020
- Digitalization in Pharma 2021 March 2021

HEALTH AND SAFETY EVENTS

- Advanced Human Error MasterClass August 2020
- European HSE Management Forum 5.0 October 2020
- MBA for HSE Practioners MasterClass November 2020
- HSE360 Summit 2021 February 2021
- European HSE Management Forum 6.0 September 2021

HUMAN RESOURCES EVENTS

- Sales Incentive Plans MasterClass August 2020
- Advanced Compensation and Benefit MasterClass September 2020
- Personal Effectiveness Tools MasterClass September 2020
- Agility in HR October 2020
- 15th HR Minds TalentON Forum October 2020
- Advanced Organisation Design MasterClass November 2021
- HR Minds Forum September 2021

CROSS INDUSTRY EVENTS

- Women in Leadership Summit September 2020
- Machine Learning MasterClass September 2020
- Climate Risk Financing MasterClass September 2020
- Coaching MasterClass October 2020
- Situational Leadership MasterClass November 2020
- Audit Summit 2020 March 2021
- Agile Workplace Design Forum May 2021
- Supply Chain Management Forum May 2021

● ● About GLC

Global Leading Conferences (GLC) is an industry leader in the field of business intelligence. We provide interactive & impactful business platforms and networking opportunities for senior level executives by bringing them together for B2B Conferences, Global Summits, Training & Workshops. Being customer focused and having our client's priorities at the forefront, are amongst our core values and is of high importance to the way we operate our business.

Our passion for customer satisfaction and results, drive us to work with industry experts closely - who fully understand their peers interests and day-to-day challenges - in order to deliver the most impactful events. We are specialized in industries such as; Pharmaceutical, Banking & Finance, Energy, Oil & Gas, IT & Communication, Sales & Marketing, Law and Human Resources.

Our commitment is to deliver the latest information to our clients, while maintaining highest quality and standards. By attending GLC events your company will be able to apply advanced strategies to your operations, gain the latest know-how's and benchmark yourself higher against the competition while enjoying a 5 star environment.

GLC'S CUSTOM IN-HOUSE TRAININGS

Bring the most experienced industry leaders and professionals right into your company. Maximize the learning possibilities by providing your employees unique learning experience without being out of office for several days. Our In-House trainings are customized to your needs and focused on specific issues your employees need to understand and solve.

Contact us for more information and request your custom-made
In-House Training.

booking@glceurope.com



Registration Form

SIP MasterClass
28-29 October, 2020, Online MasterClass

PLEASE COMPLETE THIS FORM AND SEND BACK TO

FAX: +36 1 848 0520 or E-mail: booking@glceurope.com

You are able to type the required details by clicking on the text fields.
However you are required to place your handwritten signature at the required 2 fields after printing document.

COMPANY DETAILS

Company name: _____
VAT Number: _____
(VAT NO for EU members / TAX NO for non EU members)
Contact person: _____
Postal code: _____
Address: _____
City: _____
Country: _____
Email: _____
Phone: _____

PAYMENT METHOD

Visa Eurocard/Mastercard JCB AmEx Invoice
Card Billing Address:
Street: _____
City: _____
Post/Zip Code: _____
Card Holder's Name: _____
Card Holder's Signature: _____
Card Number: _____
Visa CVC Number or Eurocard/Mastercard CVV Number
(last 3 digits on the back of the card)

Valid from: / Expiry Date: /

I agree to Global Leading Conferences Kft.'s Terms and Conditions and Global Leading Conferences Kft. debiting my card.

REGISTRATION DETAILS

Please write in CAPITAL LETTERS!

Ms Mrs Mr Surname: _____
Name: _____
Job Title: _____
E-mail: _____
 Ms Mrs Mr Surname: _____
Name: _____
Job Title: _____
E-mail: _____
 Ms Mrs Mr Surname: _____
Name: _____
Job Title: _____
E-mail: _____

PLEASE SIGN HERE*

Name: _____
Date: _____
Signature: _____

Booking is invalid without a signature!

*Your signature above indicates that you have read, understand, and agree with the GLC Europe's general [Terms & Conditions](#) and the [GDPR](#) terms.

CONFERENCE FEE

**Attendance Fee - ~~€ 1998~~ - 50%
€ 999 per delegate***
22 EUR administration charge will be applied

Get the recording of the event for an additional 200 €



GLC is supporting Water.org to provide access to safe water and sanitation for people in the developing world.
Part of your investment will be donated for this cause.