



PRACTIQUE  
A Merced Company

## **Practique hosts a free webinar entitled, 'Sales & Service Performance Management: Driving change across your organisation'**

The latest in a series of complimentary webinars, hosted by Practique, Europe's leading provider of Enterprise Incentive Compensation Management (ICM) software will take place on **Thursday 7<sup>th</sup> August at 11am GMT+1**. This 45 minute workshop will highlight how progressive ICM software can boost productivity, drive sales and increase revenues across your organisation.

ICM software is a vital to expediting a successful sales performance management strategy – learn how this expert software can help drive the right behaviours across all sales channels by effectively combining bonus and commission plan modelling, forecasting, and performance pay analysis.

Budgets remain a key focus for any business; however in today's economic climate commission overpayment and payment for actual performance are, more than ever, in the spotlight. This webinar will demonstrate, with the use of client testimonials, how organisations have addressed common business challenges, surmounted overspend and increased revenue opportunities through more effective incentive management.

A live product demonstration of INCA, Practique's flagship Incentive Compensation Management application will conclude the session along with an opportunity to ask questions.

This webinar will appeal to the CEO, CFO and COO. Sales Directors, HR, Compensation and Benefits Directors and managers involved in variable pay and remuneration will also all benefit from this workshop.

To sign up for this complimentary webinar, please register first at <http://www.practique.co.uk/news2/events.htm>



## About Practique

Practique, a Merced Systems company, is the leading specialist vendor of Incentive Compensation Management (ICM) software in Europe.

Practique's flagship software, INCA, is a web-based application which automates sales commission and bonus. [INCA](#) has been proven to drive sales performance, motivate employees and positively impact the business bottom line.

INCA is the technology arm of Merced's Sales and Service Performance Management (SSPM) solution. Merced's SSPM solution manages employee performance across all customer facing operations of the business, ensuring customer satisfaction, loyalty and retention. SSPM solutions are transparent and proven to change employee behaviour with in-depth coaching and expert analytics.

INCA perfectly complements Merced's SSPM offering by strategically aligning employee incentives with corporate objectives and influences employee behaviour to achieve these goals. As a result the business is naturally more agile and able to react swiftly to market changes which in turn drives sales and delivers a rapid return on investment.

Together Practique and Merced offer the most comprehensive Sales and Service Performance Management solution on the market today and work with leading blue chip enterprise customers. Customers which have already implemented INCA include; The Carphone Warehouse, Orange, O<sub>2</sub>, BT, Mazda, Royal Bank of Scotland and H3G.

Practique was founded in 1997 and was acquired in 2008 by Merced Systems. Practique is headquartered in the UK and operates as a wholly owned subsidiary of Merced, which is based in California with regional offices across the United States and Canada.

For more information, please visit <http://www.practique.co.uk>

### **For further press information, photography or interviews please contact:**

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