



## **Practique hosts a free Webinar entitled, 'Incentive Compensation Management: Planning in an Economic Downturn'**

The second in a series of 30 minute complimentary webinars hosted by Practique, Europe's leading provider of Enterprise Incentive Compensation Management (ICM) software, will take place on **Thursday 12<sup>th</sup> June at 11am GMT+1.**

As the credit crunch starts to bite, businesses are evaluating where money can be saved. Organisations need to review cost management and evaluate how to increase profitable revenues. Strategic ICM is a powerful tool with a proven track record in driving sales, increasing staff performance, reducing operating expenditure and delivering a rapid return on investment which is sustainable over the long term. In short, ICM will save organisations money.

This webinar will demonstrate how business agility can be achieved with strategic incentives; including how pay and reward plans can be modified to take advantage of economic conditions and the management information which can be generated to influence and monitor sales performance. In addition, the positive impact this has on attracting, motivating and retaining staff will also be examined.

This 30 minute workshop will cover:

- What is happening to the UK economy? What are the likely effects and for how long?
- Planning for the changed economic landscape
- Optimising productivity, sales and profit as a compliment to cost reduction
- Incentives as a powerful business tool
- The management of incentives as an end-to-end process
- Summary

The webinar will be of interest to the CEO, CFO and COO. Sales Director, HR, Compensation and Benefits Director and managers involved in variable pay and remuneration. Participants will benefit from:

- How ICM can be used to resolve current work challenges commission overpayment
- Client testimonials highlighting how forward thinking companies have increased revenue opportunities through more effective incentive management
- The ICM Thought Leadership Programme



To reserve a place at this workshop, pre-registration is required at:

[http://www.practique.co.uk/news2/events\\_tmc.htm](http://www.practique.co.uk/news2/events_tmc.htm)

Or for more information on the webinar, call +44 (0)1344 354 988

## **About Practique**

Practique is Europe's leading specialist vendor of Enterprise Incentive Compensation Management (ICM) software. Its flagship web-based application, INCA automates sales commission and bonus and is responsible for managing the commission of over 120,000 employees and channel partners across Europe every day.

Practique offers clients an end-to-end solution from strategic planning through to deployment and after sales. Practique understands clients invest in enterprise ICM solutions with a long-term view and we evolve and develop our software upgrades to continually meet your business needs. Emphasis is also placed firmly on education and training in addition to assisting with communication to staff.

INCA embraces all aspects of performance incentive programmes and so presents a compelling argument for any business operating variable pay. It has been proven to drive sales performance, motivate employees, influence sales behaviours and it positively impacts the business bottom line. INCA reduces costs such as compensation overpayment and unnecessary administration overheads and directly links performance measures to top line company growth targets. For example, one of Practique's clients cut its operational costs by 37% and drove up sales volume by 22% within 12 months of implementing INCA.

Practique, a UK-based, privately owned organisation, has implemented its software across a broad range of industry sectors. It has successfully deployed INCA into many industry-leading companies, including The Carphone Warehouse, O<sub>2</sub> UK and Germany, Cable & Wireless, seven separate divisions of BT, The Royal Bank of Scotland and British Gas Business part of Centrica Plc.

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

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