



PRACTIQUE
A Merced Company

'Exploring Market Trends & Best Practices in Sales Incentive Plan Design'

A complimentary Webinar co-hosted by Reward Specialists Hewitt & Practique

What are the key drivers of Salesforce Effectiveness? In today's climate of economic uncertainty and slower growth expectations, companies are placing an increasing emphasis on delivering value from incentive payments, avoiding overpayments and using well constructed incentive plans to retain staff and attract new talent to the sales force.

In a complimentary one hour webinar, on **Thursday 25th September, 10am GMT**, Robert Miller, a Senior Associate from Reward Consultants Hewitt will discuss how market trends and how incentive plan design, systems and process are central components for maximising performance and driving profitable growth.

The event will be co-hosted by Practique, Europe's leading vendor of Incentive Compensation Management (ICM) software. The market for ICM software is growing fast and is key to Incentive Plan Design as it controls the process from end-to-end. ICM technology has a proven track record of driving sales and ultimately revenue, increasing productivity, motivating staff and providing a competitive business advantage.

Hewitt's research indicates that 79% of companies it surveyed still use a series of unconnected spreadsheets as a means of calculating commission. Successful Incentive Plans need to be built on clear objectives with effective target setting. Plan designs need to be communicated clearly and have an acceptable balance between risk and upside potential, as well as a clear line of sight on metrics and wealth creation.

Miller will outline how priorities and opportunities can be identified through a four step process for ongoing sales effectiveness, which identifies and repairs areas which impede sales performance. Practique will demonstrate how a pay plan can be built quickly and effectively using INCA, Practique's flagship ICM technology.



Analysts Gartner estimate that today only 5% of sales-led organisations deploy expert ICM solutions but more than 90% of organisations will focus on using an ICM system this year alone, predominantly to improve accuracy and calculation time. This shift is influenced by a number of factors, from a business perspective, these are; Corporate Social Responsibility to control costs, transparency and simplification around pay plans, eliminating fraud (overpayment), compliance and of course the need to retain top talent.

Getting the incentive and reward element right is a key financial driver for salesforce effectiveness because by doing so, it can make the difference between profit and loss. This is especially pertinent as analyst's estimate companies overpay by between 5-12% of the annual compensation budget and tracking and reporting compensation for a single employee can cost up to £1,000.

Technology such as Practique's ICM solution INCA, fits with salesforce effectiveness because it is able to model commission scenarios, will incentivise sales behaviours, reduce variable pay errors, manage targets and territories, automate error resolution and measure key performance indicators and analyse performance.

To register for this free Webinar, click on the link <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 Incentive Compensation Technology arm of Merced's Sales and Service Performance Management (SSPM) solution – In North America it is called Merced Incentive Management. Merced's SSPM solution manages Sales force and Service organisation 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 completes 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, O₂, 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>

About Hewitt

Hewitt Associates is the world's foremost provider of human resources outsourcing and consulting services. The company consults with more than 2,300 organisations and administers human resources, health care, payroll and retirement programs on behalf of more than 340 companies to millions of employees and retirees worldwide.

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