



# Sales Incentive Compensation Plan Design

## Course: Commission, Accelerators and Quotas

26 – 30 October 2026

London - Central London four-star



## Sales Incentive Compensation Plan Design Course: Commission, Accelerators and Quotas

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### Introduction:

Sales incentive compensation plan design, covering commission, accelerators and quotas, is the subject of this 5-day course for reward, sales operations, finance and sales leadership staff, ending with a Sales Incentive Plan Design Pack for a case sales organisation. Many sales organisations pay large commissions while missing revenue targets, because pay mix, quotas, crediting rules and accelerators were set by habit and never costed or tested against seller behaviour. Nominees already administer, cost or approve variable pay for sellers, and teaching is by modelling build on payout calculators and plan cost workbooks. CoreConcept Training Center delivers this sales incentive compensation plan design course.

### Course Objectives:

- Diagnose an existing sales incentive plan using payout distribution, attainment curves and incentive spend against revenue
- Set pay mix and on-target earnings for each sales role according to its influence on the buying decision
- Build commission and target bonus formulas and set quotas that a majority of sellers can reasonably reach
- Construct payout curves with thresholds and accelerators and write crediting, split and quota relief rules
- Control plan risk with windfall, cap and clawback provisions, cost scenarios and a plan governance charter
- Produce a Sales Incentive Plan Design Pack with cost model, plan document and seller communication kit

### Target Audience:

- Reward and compensation staff responsible for variable pay plans for sellers
  - Sales operations staff who set quotas, credit deals and calculate commission payouts
  - Finance partners who budget, accrue and audit incentive payouts
  - Sales leaders who approve plan changes and explain plan terms to their teams
  - HR partners who advise on plan documents, payout disputes and exceptions
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## **Course Outline:**

### **Day 1: Sales Incentive Foundations and Current Plan Diagnosis**

- Sales Role Taxonomy Mapping Hunters, Farmers and Overlay Specialists
- On-Target Earnings Benchmarking by Sales Role and Market
- Pay Mix Ratios Linked to Seller Influence on Purchase
- Current Plan Audit Using Payout Distribution and Attainment Curves
- Plan Effectiveness Diagnostic Comparing Incentive Spend with Revenue Growth

### **Day 2: Plan Mechanics, Performance Measures and Quota Setting Models**

- Commission Rate Formulas Using Flat, Tiered and Ladder Structures
- Target Bonus Plans Weighted Across Two or Three Measures
- Quota Setting Models Using History, Potential and Capacity
- Quota Distribution Testing Against an Expected Attainment Bell Curve
- Performance Measure Selection Using Revenue, Margin and New Logos

### **Day 3: Payout Curves, Crediting Rules and Plan Administration**

- Payout Curve Construction With Thresholds, Accelerators and Decelerators
- Crediting Rules for Splits, Overlays and Channel Partner Deals
- Quota Relief and Mid-Period Adjustment Policy Wording
- Commission Statement Design and Payout Calculation Workbook Setup
- Draw, Guarantee and New-Hire Ramp Arrangements for Sellers

### **Day 4: Plan Risks, Seller Behaviour and Incentive Cost Controls**

- Windfall Provisions and Cap Alternatives for Unplanned Large Deals
- Clawback Clauses for Cancelled Orders and Unpaid Invoices
- Behavioural Risk Review of Sandbagging, Deal Timing and Discounting
- Plan Cost Modelling With Monte Carlo Attainment Scenarios
- Plan Governance Charter, Approval Authorities and Exception Committee

### **Day 5: Modelling Build of the Sales Incentive Plan Design Pack**

- Case Organisation Role, Pay Mix and Target Earnings Set-Up
  - Case Quota Allocation and Payout Curve Calibration Exercise
  - Case Plan Cost Model Stress Test Under Three Scenarios
  - Plan Document and Seller Communication Kit Drafting
  - Sales Incentive Plan Design Pack Completion and Peer Review
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## Skills You Will Gain:

- Sales Role Segmentation
- Pay Mix Calibration
- Quota Methodology
- Payout Curve Engineering
- Sales Crediting Policy
- Incentive Cost Forecasting
- Seller Behaviour Risk Analysis
- Incentive Plan Governance

## Why Attend This Course:

- Hand a Sales Incentive Plan Design Pack to the reward committee and the head of sales for approval
- Decide where thresholds, accelerators and caps belong so that payouts follow real sales performance
- Prevent overpayment from windfall deals, cancelled orders and inflated quotas before the next plan period
- Brief sales managers and finance colleagues on crediting rules, clawback terms and payout timing

## Conclusion:

Back at work, the participant presents the Sales Incentive Plan Design Pack to the reward committee, the head of sales and the finance lead, who use it to approve role pay mixes, quota levels, payout curves and the incentive budget for the next plan period. Sales operations uses its calculation workbook and crediting rules to run monthly commission statements. After the first full payout cycle, the unit should compare actual attainment and payout spread with the cost model and recalibrate any threshold or accelerator that drifted.

## Frequently Asked Questions FAQ:

### What should participants know before a sales incentive compensation plan design course?

Participants should already work with sales targets, commission calculations or reward budgets and be comfortable with spreadsheet formulas. Bringing an anonymised current plan document and a year of attainment and payout data makes the modelling build directly useful.

### How does a sales incentive compensation plan design course differ from a general compensation and benefits course?

It concentrates on variable pay for sellers: pay mix, quotas, commission formulas, payout curves, crediting, clawback and plan cost. A general compensation and benefits course covers base pay, pay reviews, allowances and benefits, and treats sales incentives in a single session.

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## **Why do sales incentive compensation plans often pay out more while revenue falls short?**

Usually because quotas are set too low or unevenly, accelerators start too early, windfall deals are uncapped and credit is double-counted across roles. Testing the plan against an attainment distribution before launch exposes most of these gaps.

## **What do participants take back from the sales incentive compensation plan design course?**

Participants take back a Sales Incentive Plan Design Pack: role pay mix and target earnings, quota method, commission and bonus formulas, payout curves, crediting and clawback rules, a cost model with scenarios, a plan document and a seller communication kit.