

SALES FORCE SURVEY

As an alternative or complement to Focus Group sessions, we find that a web-based sales force survey provides useful information about sales reps’ attitudes about a new plan. The best time to conduct such a survey is after the first payout of the new plan. Our experience shows that the most useful questions to ask about the plan are as described for the Focus Group session, but “close ended” are as follows:

Question	Yes	No	Unsure
My immediate supervisor thoroughly explained to me how I could earn incentive pay under the new plan.			
I understand my compensation plan.			
Generally speaking, I believe that the new plan is better than last year’s plan.			
I see alignment between our business strategy and how I am paid.			
I have a good understanding of how my incentive pay (i.e., commission; bonus) is calculated.			
My performance goal (quota) for the year is realistic.			
Generally speaking, I am confident that I can achieve my assigned goal (quota)			
The new plan required me to alter my selling behavior so I can optimize my payout opportunity			
I expect to earn more compensation under this plan that I did under last year’s plan.			