



**Human
Capital
Consulting**



**CERTIFIED SALES COMPENSATION
PROFESSIONAL | CSCP®**



February/2024



The Crucial Role of Sales Compensation in Driving Performance and Retaining Talent.

The significance of sales compensation in sales performance programs cannot be overstated. It plays a central role in aligning sellers' efforts with company objectives, acting as a constant driver of performance and a clear indicator of seller objectives. Crucially, it directly impacts sellers' earnings, making it a powerful tool for motivation and performance management

Sales compensation, when properly designed, serves as a potent motivator, enhancing sellers' performance. However, a poorly structured pay program can have adverse effects, potentially distracting sellers and leading to actions inconsistent with management's goals. Underpayment may result in turnover, while overpayment can inflate the cost of revenue acquisition. Moreover, misaligned plans may inadvertently encourage sales efforts that undermine company outcomes.

Cited data from sources such as SiriusDecisions emphasize the critical role of sales compensation in retaining talent and driving performance, underscoring the need for effective management and design in this area.

Be among the initial professionals in Europe to achieve CSCP® certification!

Becoming a WoldatWork Certified Sales Compensation Professional CSCP® equips individuals with sought-after skills to advance their careers and implement impactful sales compensation programs within their organizations.

Through the Sales Compensation Course Series offered by **ICAP-PS** participants can acquire the expertise needed to design, administer, evaluate, and oversee sales compensation programs, along with the ability to effectively communicate these strategies to their organization.

The CSCP® designation is achieved by passing one competency-based exam based on your knowledge and experience in the field. It is recommended that professionals interested in obtaining this designation review the sales compensation **Body of Knowledge (BOK) (Pages12-15)** to gain an understanding of the concepts that will be covered on the exam.

*This course series covers **the Body of Knowledge (BOK)** for the Certified Sales Compensation Professional (CSCP) certification.*



Who Will Benefit from This Course?

Comp Analyst Roles - HR/Finance/Sales Operations

- Acquire the essential skills to design and manage a best practice sales comp program.
- Possessing the CSCP designation gives you an edge in today's competitive world.
- Certification signifies that you are an expert in your field.

Leaders - Comp/HR/Sales

- Confidence in an approach that is tested and proven to optimize sales compensation impact.
- Build trust and authority with Senior sales leadership by demonstrating a world class sales comp management capability.
- A clear education option and framework to offer direct reports that ensures your team have the skills to design and execute.
- Models to manage and measure sales comp impact and guide day-to-day operations.

What You Will Learn

- Understand how sales compensation design connects to sales team goals and business strategy.
- Explain and administer sales compensation program design for at least one annual cycle.
- Model and project sales plan design outcomes (typically with Finance or Sales Managers).
- Communicate sales comp plans to a broad audience and address questions.
- Analyze market factors and participant feedback to recommend appropriate program changes.
- Develop tools to improve understanding of pay and motivation/engagement of the sales team.



Courses Synopsis:

1. Foundations and Core Principles – 10 hours class time

First in the series, learn the fundamentals of sales compensation.

- Sales jobs, rewards and plan mechanics
- Managing, evaluating, improving sales plans
- Maintaining and ensuring integrity of sales plans long-term

2. Apply Strategy and Design – 10 hours class time

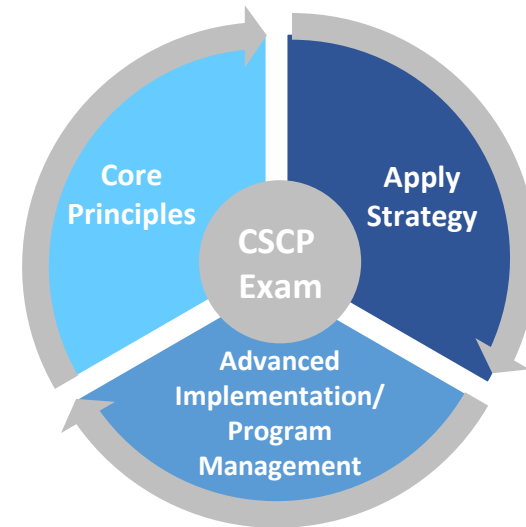
Second in the series, learn how sales compensation design works.

- Learn environment and market changes that affect sales comp
- Align sales strategy to organization’s business strategy
- Develop and discuss plan mechanics and performance measures

3. Advanced Implementation and Program Management – 10 hours class time

Third in the series, learn how to implement and manage sales comp long-term.

- Apply data and statistical tools to measure competitiveness and plan performance
- Engage organization with strategic communication plan on sales comp
- Set governance standards to review and maintain sales comp plan





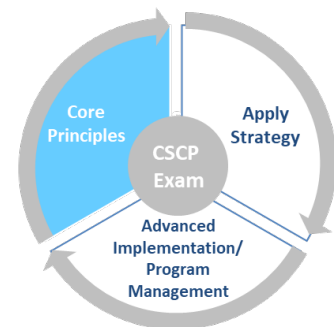
1. Foundation and Core Principles

Learn the essentials of building a successful sales compensation strategy that will motivate your sales teams.

Foundations and Core Principles, provides a complete overview of the fundamentals of sales compensation – from sales roles and rewards methods to performance and compensation factors. It will also ensure an understanding of why sales compensation exists and how it relates to organizational strategy.

By the end of this course, you will be able to:

- Understand sales compensation and how it affects job content and reward methods.
- Identify relevant performance and compensation measures and financial modeling.
- Understand management and administration of sales compensation.
- Understand evaluation and improvement standards for sales compensation.
- Understand the importance of sales compensation communication.
- Understand the basics of governance for sales compensation programs.





1. Foundation and Core Principles: Course Topics (1/2)

Introducing Strategic Alignment

- Linking Strategy and Sales Compensation
- Underlying Principles
- Key Drivers of Sales Comp Plans
- Sales Compensation Success

Understanding Sales Jobs and Reward Methods

- Job Content and Sales Comp Design
- Variable Pay
- Benchmarking

Using Plan Mechanics to Link Performance and Pay

- Leveraged Mechanics
- Performance Measures and Weighting
- Compensation Measures and Pay Frequency
- Sales Modeling

Managing and Administering Sales Compensation Plans

- Roles in Managing and Administering
- Tools and Functions 86
- Uses of Data





1. Foundation and Core Principles: Course Topics (2/2)

Evaluating and Improving Sales Compensation Plans

- Importance of Sales Data
- Potential Unintended Outcomes
- Statistical Tools
- Applying Analytical Results

Communicating Sales Compensation Plans

- Priorities for Communicating Pay Actions
- Components of Communicating a Plan
- Change Management Strategies

Ensuring Plan Integrity

- Key Stakeholders in Governance
- Policies for Consistency and Continuity





2. Strategy and Design Application

Dive deeper into rewards design and strategy of successful sales compensation plans.

Strategy and Design Application provides detail on the intricacies of sales compensation design and how all the elements work together for success. Align sales compensation plans with the organization's business strategy while putting together a sales compensation design team and describing plan mechanics and provisions to address various selling needs and situations.

By the end of this course, you will be able to:

- Understand how the business environment and market changes affect sales compensation.
- Align compensation strategies to your organization's business goals.
- Identify roles and responsibilities of sales compensation design team
- Make groundwork decisions affecting the application of a sales compensation plan.
- Develop and explain the sales plan mechanics, performance measures, and plan provisions for different selling situations.





2. Strategy and Design Application: Course Topics

Strategically Managing Sales Compensation Plan Design

- Business Environment and Market Changes that Affect Design
- Aligning Organizational Strategy and Compensation Plans
- Guiding Decision Making About Sales Compensation Plans
- Design Team Roles and Responsibilities

Applying Plan Mechanics

- Groundwork Decisions Affecting Plan Mechanics (*)
- Sales Plan Mechanics and Their Uses
- Tying Plan Provisions to Selling Situations and Sales Goals

(*) Groundwork Decisions (such as performance standards, sales eligibility, territories and quotas, segmentation, and others) that affect the application of plan mechanics.





3. Advanced Implementation and Program Management

Keep your sales compensation strategy winning long-term with competitive rewards and impactful updates.

Advanced Implementation and Program Management provides strategies for implementing and managing your sales compensation program for long-term success. Keep the sales compensation momentum going – because setting up an effective sales compensation plan is just the beginning. Develop the skills that ensure your rewards keep working hard for your organization and sales teams year after year. This module will take you through the framework and processes for measuring, managing, and maintaining your plan – including knowing whether and when changes are needed, using data to make effective changes, and communicating changes with the sales team and broader organization.

By the end of this course, you will be able to:

- Manage and administer a current sales compensation plan while preparing for the smooth transition to an upcoming compensation plan.
- Apply data and statistical tools to measure competitiveness and plan performance.
- Engage your organization through strategic communications that support your sales compensation strategies.
- Set governance standards for your sales compensation plans ensuring a climate of excellence and accountability.





3. Advanced Implementation and Program Management

Implementing Plan Management and Administration

- Framework for Managing and Administering Sales Compensation Plans
- System Tools to Support Management and Administration
- Coordination for Compliance with Legislation and Regulations
- Relationships with Vendors and Consultants

Developing and Delivering Plan Communications

- Strategies for Developing and Communicating a Plan
- Communication Tools and Documentation
- Implementing Sales Compensation Communication

Benchmarking, Evaluating, and Improving Sales Compensation Plans

- Statistical Tools for Plan Evaluation
- Benchmarking
- Root Cause Analysis
- Presenting Plan Changes to Leadership

Setting Governance Standards

- Key Stakeholders and Roles
- Key Policies and Practices
- Integrating Governance Tasks





BODY OF KNOWLEDGE For Certified Sales Compensation Professionals

The Body of Knowledge (**BOK**) for sales compensation serves as the comprehensive framework of knowledge and skills necessary for professionals in this field.

- Established as the industry standard, it was developed by WoldatWork through a rigorous practice analysis involving numerous practitioners.
- The BOK encompasses **six key knowledge domains**, reflecting the competencies expected of proficient sales compensation professionals.

Perform a self-assessment of your individual competency in comparison to the field subject matter.

1. Strategic Alignment of Sales Compensation

- Understand the human resources strategy and total rewards strategy.
- Understand the purpose of sales compensation and its importance to the organization’s business, products and services.
- Demonstrate business acumen in strategic planning for sales compensation.
- Understand the go-to-market strategy including distribution channels.
- Understand the impact of regional/cultural differences on the go-to-market strategy.
- Understand the financial metrics that measure the organization’s success and the sales performance measures that affect them.
- Determine organizational readiness for sales compensation.
- Decide when sales compensation is an appropriate solution to a business need.
- Ensure alignment between sales compensation plans and the organization’s compensation and business strategies.
- Recognize changes in the business environment that affect sales compensation.
- Understand key elements of the selling process.
- Demonstrate effective influencing skills when interacting with senior management, and guide decision-making related to sales comp plans.
- Understand the regulatory environment related to sales compensation and reward, and strategically manage programs.



2. Jobs and Sales Compensation Solutions

- Clearly design and define sales jobs, including incentive plan eligibility and critical success factors by role.
- Identify the organization’s desired competitive position for jobs covered by the sales compensation plan.
- Understand sales compensation terms (e.g., target cash compensation, mix, leverage, commission, etc.).
- Understand the types of sales compensation plans and payout mechanics.
- Understand common sales compensation formula types.
- Identify appropriate members and roles within an effective sales compensation design team.
- Identify design components that should be addressed when creating or revising a sales incentive plan.
- Identify the behaviors that drive productivity considerations for goal setting in sales plans.
- Identify appropriate performance measures and weighting of measures.
- Determine appropriate performance periods and pay frequency for sales plans. .
- Understand processes for developing coverage model, account structures, segmentation and territories for sales representatives.
- Assess market potential, targets by job and performance factors to set quotas/goals.
- Determine correct timing for sales crediting and payment.
- Utilize special plan provision to address specific selling situations.
- Develop appropriate variable compensation arrangements for new hires.
- Determine appropriate application of draws within a sales compensation plan and design draw features.
- Understand how to address windfalls during plan year and/or avoid in the future.
- Incorporate claw back/payback features as appropriate.
- Develop or assist in the development of SPIFFs.
- Work with Finance to deliver modeling of sales compensation formulas and to determine earnings impact and affordability of various alternatives.
- Modify sales compensation plans for multiple countries of operation.
- Partner with legal counsel to ensure sales compensation plans comply with applicable legislation/regulation.
- Effectively manage relationships with third party consultants who provide sales compensation consultation or services to the organization.



3. Communicate Sales Compensation

- Explain the value and purpose of strategic total rewards communication in the workplace.
- Describe various strategies for communicating pay actions.
- Communicate business drivers for sales compensation plans to internal stakeholders.
- Create and communicate sales compensation plan documents outlining the terms and conditions of the plan, description of participant quotas/goals, commission rates, draws, etc.
- Ensure employees understand their sales compensation plan.
- Create or deliver estimation tools to forecast payouts.
- Establish an acknowledgement system to validate plan/version communications based on regional and global standards.
- Create and communicate policies that specify practices for applying credits, adjustments, liabilities, windfalls, etc.
- Communicate sales compensation results and impact to senior management.
- Apply change management principles to communicate for maximum engagement.

4. Manage and Administer Sales Compensation Programs

- Develop appropriate timelines for programming, communication and training.
- Train field sales staff on compensation-related processes and procedures.
- Collaborate with other internal departments on plan administration.
- Demonstrate a working knowledge of software/programs and best practices used to administer sales compensation plans.
- Work with internal departments to set requirements for incentive calculation, payout approval, plan performance tracking, audit procedures and appeals.
- Implement or integrate system tools to support the sales compensation program.
- Understand global regulations pertaining to data visibility, including standards for where to store and how to share data across country lines to calculate incentives.
- Work with service providers and/or consultants on sales compensation plan administration.
- Participate in the review and validation of sales revenue, plan payouts and program exceptions.
- Develop effective reporting to ensure salespeople understand the relationship between their performance and their payouts.
- Interact effectively with senior management and regional level executives on plan operation and performance.



5. Evaluate & Improve Sales Compensation Plan Effectiveness

- Set internal standards for plan outcomes and establish external benchmarks.
- Use statistical tools and processes to evaluate plan ongoing performance.
- Evaluate compensation cost of sales and determine appropriateness based on benchmarks and business factors.
- Collect qualitative survey feedback on sales plan performance from salesforce and other stakeholders.
- Develop/complete sales performance reports and ad hoc analysis.
- Understand and apply principles of root cause analysis.
- Monitor the impact of changes in sales channels and sales coverage.
- Identify and document unintended outcomes of sales compensation plans.
- Identify and implement required enhancements to sales compensation plans.

6. Governance

- Understand the organizational benefits of a cross-functional sales compensation governance team.
- Outline key policies and practices required to ensure consistency and continuity in addressing the components of sales incentive design
- Clarify role of sales, sales operations, finance, HR, and business units and how each influences the governance and design process.
- Establish key decision-makers with accountability to ensure fair pay practices.
- Develop a process to conduct routine risk assessments on all sales compensation plans and provide results/feedback to governing body.
- Establish and maintain an incentive calendar that highlights business cycles, stakeholder involvement and dependencies.



Exams

The examination evaluates an individual's knowledge and proficiency in the design, implementation, management, and upkeep of sales compensation plans.

The exam is administered online in a proctored setting. This approach offers flexibility, allowing candidates to schedule the exam at their convenience, provided they have internet access and a laptop.

The exam comprises 110-160 multiple-choice questions and is competency-based, reflecting the knowledge typically acquired in the field. To familiarize yourself with the exam's content areas, refer to the sales compensation Body of Knowledge (BOK)

To prepare for the CSCP exam, it is recommended to start with one of our three practice exams (A, B, or C). These practice tests feature distinct sets of questions covering content similar to that of the certification exam. They provide a low-risk opportunity to prepare and become familiar with the question types and format of the exam.

CSCP Exams Blueprint	
Domain	% of Exam Questions
Strategic Alignment of Sales Compensation	20%
Jobs and Sales Compensation Solutions	25%
Communicate Sales Compensation	15%
Manage and Administer Sales Compensation Programs	15%
Evaluate & Improve Sales Compensation Plan Effectiveness	20%
Governance	5%



CERTIFIED SALES COMPENSATION PROFESSIONAL | CSCP® - Price List (+ VAT)

Description	Member	Non-Member
One CSCP® Course	€ 850	€ 1,150
One Trial Test	€ 50	€ 50
One Certification Exam	€ 850	€ 1,150
All 3 CSCP® Courses	€ 2,250	€ 2,950
All 3 CSCP® Courses +1 Trial Test +1 Certification Exam	€ 3,050	€ 4,000

If you have any other questions, please contact
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