

Objectives

Solution

Benefits

Quick Facts

SAP Solution Brief

SAP Sales Cloud | SAP Commissions

# Improve Business Revenue with Connected Sales Performance Management

THE BEST RUN



# Meet Strategic Goals by Driving Profitable Sales Behaviors

Selling is more complex than ever – thanks to higher customer expectations, greater buyer access to information, and increasingly sophisticated offerings. To ensure your sales organization is a strategic asset and your top sellers are engaged, you must **prioritize their motivation and retention** with an effective incentive compensation program.

Many organizations use spreadsheets or home-grown solutions to manage incentive compensation, but spreadsheets are inflexible, error prone, and risky. And homegrown solutions lack scalability and performance, making it difficult to offer transparency to your sales teams.

Your enterprise needs a connected incentive compensation management (ICM) solution that can scale as your business grows. It should help you manage compensation efficiently, be agile enough to adjust to changing market conditions, and offer accurate, transparent information to

sales reps. The SAP® Commissions solution enables organizations to create, manage, optimize, and distribute incentive compensation plans. This high-performance, scalable solution connects and streamlines ICM processes, enabling organizations to manage incentives at scale, understand and improve ICM return on investment, eliminate payment errors, and reduce payment disputes with your selling organization.

**Meet Strategic Goals by Driving Profitable Sales Behaviors**

# Streamline Incentive Compensation Management

SAP Commissions offers a unified, structured process for incentive compensation plan design, optimization, distribution, and management. The solution helps you eliminate laborious, error-prone processes while enabling accurate, efficient calculation of incentive compensation payments – all while motivating and reinforcing desired sales behaviors with dashboards and payment transparency.

Sales performance management functionality helps you plan, create, model, and distribute incentive compensation plans at scale. You can reduce the time required to create and distribute optimized compensation plans that support your key business goals. The solution supports direct and indirect sales channels, regardless of organizational hierarchy or business complexity.

These features help you streamline incentive plan document distribution and approval workflows, accelerating acceptance and reducing management effort, complexity, and errors. You can calculate commissions in minutes, on demand or on a schedule, and pay incentives at any frequency.

The solution also offers intuitive sales dashboards, leaderboards, and commission estimates. By fostering healthy competition, leaderboards and rankings can maximize sales. Selling recommendations and commission estimates help motivate profitable selling behaviors.

## Streamline Incentive Compensation Management

Reduce Compensation Disputes with One-Click Traceability

Optimize Plan Performance with AI Recommendations

Promote Sales with Strategic Incentive Plans

# Reduce Compensation Disputes with One-Click Traceability

SAP Commissions supports digital sellers by serving as a trusted source for sales performance data. The solution helps sellers see where they stand at any moment, what they will be paid, and what steps they need to take to improve their payout. As a result, sellers trust the organization to pay them accurately and on time, which keeps them focused on selling.

Centralized commissions management features help you reduce disputes and payout errors. By providing anytime insight into incentive compensation plan documents, payment disputes, and

payments – whether past, current, or anticipated – SAP Commissions helps you improve your dispute resolution rate and resolution speed with transparency and one-click traceability.

Built-in dispute workflows offer both collaboration and document-sharing capabilities, which help streamline compensation disputes. Pervasive effective dating on all fields allows you to apply retroactive changes and audit any change in the sales commission system. Now administrators and sellers can quickly understand everything that went into a payment and how it was calculated.

Streamline Incentive Compensation Management

## Reduce Compensation Disputes with One-Click Traceability

Optimize Plan Performance with AI Recommendations

Promote Sales with Strategic Incentive Plans



Build sales momentum and retain valuable staff by providing sales reps with **transparent, accurate payment data**. SAP Commissions shows you how.

# Optimize Plan Performance with AI Recommendations

SAP Commissions includes rich analytics, prescriptive artificial intelligence (AI)-enabled optimization recommendations, integration and data transformation tools, and workflow automation capabilities that can empower your business to improve sales outcomes at scale.

Prescriptive plan optimization recommendations, which are enabled by AI technologies, help you get the most from your incentive compensation plans. By using prescriptive selling recommendations, the solution shows sellers how to maximize their commissions, increasing your revenue.

Powerful analytics and drag-and-drop visualizations empower business users to explore data and identify payment trends. For example, you may uncover outliers that indicate payment errors or pinpoint issues with your overall incentive plan design. Intuitive features help you easily craft reports and create informative analytics dashboards. You can save and share this analysis with other users. The solution offers role-based data access that helps you protect sensitive data.

Streamline Incentive Compensation Management

Reduce Compensation Disputes with One-Click Traceability

**Optimize Plan Performance with AI Recommendations**

Promote Sales with Strategic Incentive Plans



SAP Commissions helps you use the **power of AI** to get more from your incentive plans.

# Promote Sales with Strategic Incentive Plans

SAP Commissions offers advanced planning and design options that help you create dynamic incentive compensation plans that drive positive results. Using custom rates, tiered rates, thresholds, draws, guarantees, splits, and other features, you can motivate sales reps to perform at their highest levels.

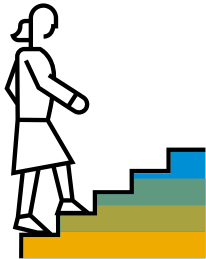
The solution also supports sales performance incentive funds, promotions, bonuses, accelerators, and other compensation enhancements. With so many options to choose from, you can use SAP Commissions to drive performance and improve ROI on your sales compensation initiatives.

Streamline Incentive Compensation Management

Reduce Compensation Disputes with One-Click Traceability

Optimize Plan Performance with AI Recommendations

**Promote Sales with Strategic Incentive Plans**



Morale and retention are crucial for sales success. Encourage **superior performance** by empowering reps and managers with SAP Commissions.

# Boost Performance by Creating Motivated Sellers

With SAP Commissions, you can use sales commissions to promote your strategic goals, increase revenue, and drive the most profitable sales behaviors.

Turn your sales organization into a strategic asset with agile sales performance management that helps you react quickly to changing market conditions. Using plan and performance insights, you can model plan changes and distribute new plan documents with one source of truth for commissions data.

You can quickly resolve payment inquiries and disputes with complete calculation transparency and auditability, keeping sellers motivated and focused on selling. Accurately paying commissions

on time, every time, across your organization lets you more effectively retain talent and reduce attrition. And you can empower sales reps with performance insights and intelligent selling recommendations, all from one unified solution.

SAP Commissions helps your business gain agility and leverage sellers as a strategic asset. You can streamline ICM efforts, regardless of organizational size, configuration, or complexity – with full auditability to help ensure you maintain compliance. Improve operational efficiency and calculate commissions for your direct and indirect sales channels in just minutes. And you can uncover plan insights and strategically improve design to maximize your ROI.

## Boost Performance by Creating Motivated Sellers

## Summary

The SAP® Commissions solution delivers incentive compensation management (ICM) functionality that helps you motivate sales, shape selling behavior, and increase revenue with strategic sales incentives. Offering a single trusted source of sales performance data for sellers, the solution helps you create, manage, optimize, and distribute effective incentive compensation plans at scale.

## Objectives

- Simplify and streamline complex ICM processes
- Leverage your sales organization as a strategic business asset
- Keep sales representatives engaged by prioritizing their motivation and retention
- Increase the efficiency, accuracy, and return on investment of your ICM efforts

## Solution

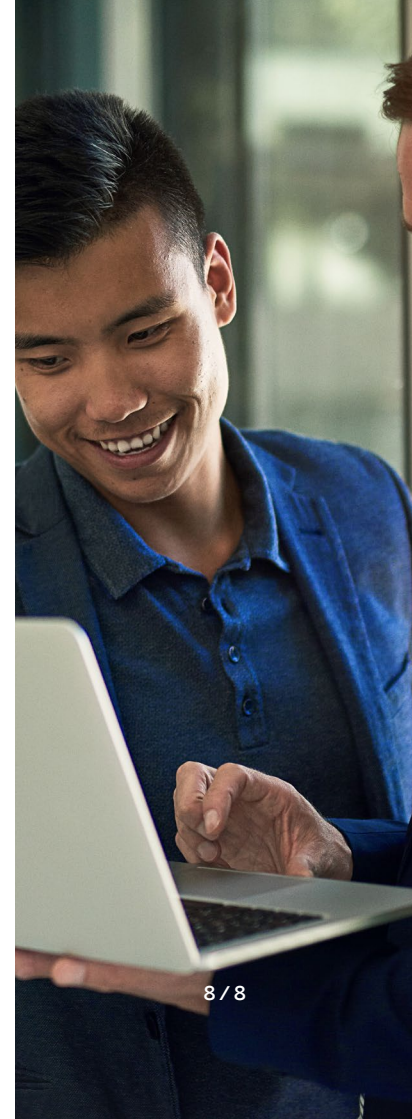
- Unified solution for sales performance management
- Comprehensive ICM features to create and distribute optimized compensation plans
- One-click traceability to seamlessly resolve compensation disputes
- Prescriptive plan optimization using artificial intelligence (AI)-enabled recommendations
- Support for creating dynamic incentive compensation plans to drive better business results

## Benefits

- Greater agility to respond to changing market conditions
- Enhanced seller motivation and retention, reducing attrition
- Streamlined ICM that improves operational efficiency and reduces payment errors

## Learn more

For more information, call your sales representative or visit us [online](#).





Follow us



[www.sap.com/contactsap](http://www.sap.com/contactsap)

Studio SAP | 70669enUS (20/10)

© 2020 SAP SE or an SAP affiliate company. All rights reserved.

No part of this publication may be reproduced or transmitted in any form or for any purpose without the express permission of SAP SE or an SAP affiliate company.

The information contained herein may be changed without prior notice. Some software products marketed by SAP SE and its distributors contain proprietary software components of other software vendors. National product specifications may vary.

These materials are provided by SAP SE or an SAP affiliate company for informational purposes only, without representation or warranty of any kind, and SAP or its affiliated companies shall not be liable for errors or omissions with respect to the materials. The only warranties for SAP or SAP affiliate company products and services are those that are set forth in the express warranty statements accompanying such products and services, if any. Nothing herein should be construed as constituting an additional warranty.

In particular, SAP SE or its affiliated companies have no obligation to pursue any course of business outlined in this document or any related presentation, or to develop or release any functionality mentioned therein. This document, or any related presentation, and SAP SE's or its affiliated companies' strategy and possible future developments, products, and/or platforms, directions, and functionality are all subject to change and may be changed by SAP SE or its affiliated companies at any time for any reason without notice. The information in this document is not a commitment, promise, or legal obligation to deliver any material, code, or functionality. All forward-looking statements are subject to various risks and uncertainties that could cause actual results to differ materially from expectations. Readers are cautioned not to place undue reliance on these forward-looking statements, and they should not be relied upon in making purchasing decisions.

SAP and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP SE (or an SAP affiliate company) in Germany and other countries. All other product and service names mentioned are the trademarks of their respective companies.

See [www.sap.com/copyright](http://www.sap.com/copyright) for additional trademark information and notices.

THE BEST RUN 