

SECOND EDITION

FULLY REVISED AND EXPANDED

# COMPENSATING THE SALES FORCE

A Practical Guide to  
Designing Winning  
Sales Reward Programs

- Over 40 Sample Plans ·
- Proven Formulas ·
- Tools for Global Sales Teams ·
- Rewards for Complex Sales Organizations ·

**DAVID J. CICHELLI**  
SENIOR VICE PRESIDENT, THE ALEXANDER GROUP

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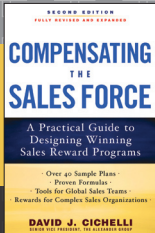
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David Cichelli is a Senior Vice President of The Alexander Group, Inc., a leading sales effectiveness consulting firm. David is a noted authority in sales compensation design, and an author and instructor for several sales compensation classes. He is a frequent speaker at national conferences.



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For more than 10 years, sales leaders have turned to *Compensating the Sales Force* to help them identify problems in their sales compensation program and how to create a sales compensation program that works for their company. This 2nd edition will bring you up-to-date on setting target pay, selecting the right performance measures and establishing quotas.

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