



# The Sales Compensation Handbook

*John K. Moynahan*

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# The Sales Compensation Handbook

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## **The Sales Compensation Handbook** John K. Moynahan

A book that combines the extensive experience of 15 authorities from the leading consulting firm of TPF&C. With in-depth coverage of issues, strategies, and tactics, the book provides guidance on everything from specific techniques to broad management approaches, including goal setting, base salary design, creating a plan for an entrepreneurial sales force - even reconciling a company's corporate culture with market needs. Examples and clearly defined action steps for each aspect of compensation planning and implementation are provided. Throughout, the book shows how to evaluate existing procedures and how to go about changing them when needed.

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