



SALES, MARKETING AND CUSTOMER ENGAGEMENT

Sales Compensation and Incentive Plan Design

2 day course

Classroom, online or in-house

Course overview

A sales incentive plan is an instruction, and salespeople follow it precisely, including into the behaviour nobody intended when the plan was written. This course covers designing for what you actually want. Delegates work through the commercial outcome a plan is meant to produce, and the small number of measures that can be paid on before the plan stops guiding anything. Pay mix and the split between fixed and variable follow, matched to how much influence the individual genuinely has over the sale. Quota setting is covered, including the difference between a stretching target and one nobody believes. Accelerators, caps, thresholds and their effects on end of period behaviour are addressed. Team and individual components are covered. Plan administration, dispute handling and the credibility cost of a late or wrong payment follow. The course closes on modelling cost of sale and on changing a plan without losing the team.

What you will learn

- State the commercial outcome the plan is meant to produce
- Limit the plan to measures that can still guide behaviour
- Set pay mix against the individual's real influence on the sale
- Set quotas that stretch without losing credibility
- Use accelerators, caps and thresholds knowing their period end effects
- Balance team and individual components
- Administer the plan, model cost of sale and change it without losing people

Who should attend

- Sales directors and commercial leaders
- Human resources and reward specialists supporting sales
- Sales operations managers
- Finance business partners costing incentive plans
- Business owners designing a first commission scheme

Course outline

- 01 A plan is an instruction
- 02 The outcome the plan must produce
- 03 How many measures a plan can carry
- 04 Pay mix and real influence
- 05 Quota setting and credibility
- 06 Accelerators, caps and period end behaviour
- 07 Team against individual components
- 08 Administration, cost of sale and changing a plan

Upcoming dates



Dates	Venue	Format	Fee per delegate
22 to 23 October 2026	Cape Town, South Africa	Classroom	R11,950
10 to 11 November 2026	Online	Online	R6,500
2 to 3 February 2027	Pretoria, South Africa	Classroom	R11,950
10 to 11 February 2027	Johannesburg, South Africa	Classroom	R11,950

Fees and how to register

This 2 day course is **R6,500** per delegate online, **R11,950** in the classroom in South Africa, Botswana, Namibia, Lesotho and Eswatini, and **USD 795** in the classroom elsewhere in Africa. In-house training is quotation on request. Book 2 or more delegates on this course and save 10%.

To register or request an in-house proposal, visit www.afrisciencegroup.com, email info@afriScience.co.za, or WhatsApp us on **+27 63 479 1136**.

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