When determining the salespeople's performance requirements and selecting their compensation, several factors should be taken into consideration to ensure a fair and effective approach. Regularly Review and Adjust: Salespeople's performance requirements and compensation plans should be continuously reviewed and adjusted as business needs evolve. Consider Job Responsibilities: Evaluate the nature of the sales role and the responsibilities associated with it. Define the expected tasks, targets, and performance metrics for salespeople based on their job description. This could include sales targets, customer acquisition goals, revenue generation, lead conversion rates, or other relevant metrics. Consider factors such as average conversion rates, sales cycles, revenue generated, and customer satisfaction ratings. By following these guidelines, you can ensure that the salespeople's performance requirements and compensation decisions are fair, competitive, and aligned with the company's objectives. Analyze Historical Data: Review past sales performance data to gain insights into the typical performance levels achieved by salespeople in similar roles. Performance Evaluation and Feedback: Establish a regular performance evaluation process to assess salespeople's progress, provide feedback, and identify areas for improvement. This research can provide insights into what motivates sales professionals and ensure that the compensation package is competitive and attractive.2.3.4.5.6.7