



# Compensating the Sales Force: A Practical Guide to Designing Winning Sales Compensation Plans

*David J. Cichelli*

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## Compensating the Sales Force: A Practical Guide to Designing Winning Sales Compensation Plans

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*Compensating the Sales Force* is a uniquely jargon-free, how-to guide to all major sales compensation concepts and formulas. Using real-world examples, guru David J. Cichelli:

- Helps readers select the right compensation strategy for their firm
- Provides step-by-step guidance to implementing various approaches
- Simplifies the mathematical formulas that are a thorn in most manager's side



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