



Creating the Perfect Sales Plan

WEBINAR | TUESDAY, AUGUST 14 | 2:00 PM

Business Booster Series

Featuring industry experts

Sales are the life blood of any organization, and it's no different for print providers who compete in the dynamic ever-changing world of communication. The 21st century sales rep must understand the broad range of solutions offered by today's print/marketing provider and how those solutions help a client's business. Just as important is management creating a sales compensation plan which creates the right incentives for growth and balances it with the company's profitability.

In this presentation, we explore the various compensation methods used in the industry and discuss the strengths and weaknesses. Commission, salary-based plans, value added, and hybrid plans will be covered in this quick moving session along with key points in creating the "Perfect Plan."

What You Will Learn:

- Which Plans are commonly used in the industry – and are successful.
- Changing compensation strategies reflecting changing product mix.
- Balancing incentives with profitability
- Why matching individuals with right plan is more crucial than ever.

Who Should Attend:

CEOs, Owners, Sales Managers, and CFOs.

This webinar is presented in partnership with **New Direction Partners**

Date: Tuesday, August 14, 2018

Time: 2:00 p.m. – 3:00 p.m.
Eastern

Cost: FREE for PICA members.
Not-yet-members: \$39 per Internet connection (you may have multiple people sit in on one connection.)



To Register: Fill out the registration form and email to cjepps@picanet.org

A confirmation email with the connection information will be sent to you a few days before the webinar.

Event Type: Webinar

Location: online

Presenter(s): Jim Russell and Paul Reilly

Registration Form: (please print) Member Not-yet member

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