



Evaluating Sales Compensation Plan Effectiveness Sales Force Survey Questionnaire

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The following survey contains questions that can be helpful in capturing the prevailing sales force attitudes about the sales compensation plan. This type of survey can be used prior to a sales compensation redesign effort to obtain a baseline read. Likewise, it can be particularly useful to gauge sales force attitudes shortly after a new sales compensation plan has been implemented.

Survey Questions <i>(Check the box that most applies)</i>	Strongly agree	Agree	Partly agree/ Partly disagree	Disagree	Strongly disagree
1. I understand my sales compensation plan.					
2. The sales compensation plan fully supports our overall business objectives.					
3. The sales compensation plan rewards for performance in areas I can control.					
4. There is a clear link between my performance and my compensation.					
5. I clearly understand my sales goals.					
6. My goals are set fairly and accurately.					
7. I believe I will exceed my sales goals this year.					
8. I am paid competitively relative to what I could earn at other comparable companies in this market.					
9. I am paid fairly relative to other internal peer salespeople whose contribution is similar to mine.					
10. I received adequate training on the new sales compensation plan.					

11. What do you like most about the sales compensation plan? _____

12. What do you like least about the sales compensation plan? _____

13. If you could change one aspect of the plan, what would it be? _____