



IHG developed a plan that was simple to understand but customizable to the needs of its sales organization. By pairing the new incentive plans with a structured communications strategy, IHG produced an end result that reps and sales managers are happier with.

80%

Decrease in manual entry of sales incentive data



Challenge

The company was looking **to improve its sales incentive plan**, address deficiencies in its sales incentive plan and build a refined communications strategy to **better articulate the incentive plan** to the sales organization. They also wanted to address challenges around processes.



Solution

IHG used the **SiriusDecisions Sales Compensation Model** and **research** on plan communications to take a multi-pronged approach to redesigning the sales incentive plan. They deployed a sales incentive communications plan to ensure buy-in from the sales organization and adopted a sales compensation platform worldwide to reduce manual entry and better manage global incentives.



Result

The team saw **significant increase in understanding of incentive plans** by the sales audience. Now they're rewarding reps more frequently and accurately. They also saw the **error rate in incentive plans fall** from 8% to less than 3%.