

# Sales Incentive Scheme Analysis

*Designing a cost-effective incentive structure for a field sales team*

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## Overview

A consumer-foods company wanted to redesign the incentive structure for its field sales team of roughly 91 representatives. I analyzed several candidate schemes and designed a recommendation that rewarded growth while keeping total cost in check.

## The Problem

Leadership was weighing multiple incentive structures but needed a clear, data-backed view of which one would actually drive incremental sales volume without overpaying — i.e., paying for growth rather than for sales that would have happened anyway.

## What I Did

- Modeled three incentive structures — a fixed base slab, a per-kg growth incentive, and a category bonus — and compared their cost and behavioral incentives.
- Designed a hybrid scheme combining the strengths of each: a base slab, a growth incentive paid only on volume above each rep's recent baseline, and a category bonus.
- Showed that the hybrid rewarded only incremental volume while coming in at a lower total cost than the original options.
- Packaged the analysis and recommendation into a concise, decision-ready format for company leadership.

## Outcome

Delivered a clear recommendation that aligned sales incentives with the company's actual goal — incremental growth — at lower cost than the alternatives under consideration.

## Tools & Methods

Excel (incentive modeling, cost comparison, scenario analysis) · Compensation / incentive design · Structured recommendation for leadership.

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