

中国销售激励实践调研

机械及工业 零售

销售激励是销售团队的关键驱动力。2019中国销售激励实践调研，整合市场数据和洞见，提供销售激励实践的市场趋势，包括：

- 来自两个行业的调研数据：零售、机械及工业
- 覆盖不同类型的销售岗位和各个销售层级
- 销售佣金、销售奖金和绩效奖金等方面的深入研究和分析
- 公司案例分享



76%的公司在中国正面临销售团队的挑战



72%的公司最近12个月内修订了销售激励方案



56%的公司打算在未来12个月修订销售激励方案

数据来源：2018美世中国销售激励实践调研

报告内容

调研公司信息

- 公司业绩表现，销售人员规模

销售激励计划概览

- 市场对标实践
- 薪酬组合
- 总现金收入组成
- 新员工过渡期

销售佣金 / 销售奖金

- 计划机制（门槛值、封顶值等）
- 销售佣金率
- 销售奖金计算
- 销售奖金的绩效衡量标准
- 激励联动机制
- 销售佣金/奖金池资金来源
- 支付周期
- 特殊情况下的支付安排

绩效奖金

- 绩效评估和衡量标准
- 绩效奖金计算
- 支付周期

明星销售激励

- 明星销售占比
- 明星销售激励类型

销售目标达成率

- 销售目标达成率

销售激励计划优化

- 销售激励计划审核周期
- 销售激励计划管理
- 销售激励计划最近12个月进行过的修订
- 销售激励计划未来12个月预期的修订

价格表

TRS参加者 21,500元

行业

调研基准日期

数据收集截止日

报告递交日期

机械与工业行业

2019年7月1日

2019年7月30日

2019年10月30日

零售行业

2019年4月1日

2019年4月30日

2019年7月31日

* 此处费用已包括税费 (6%)

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CHINA SALES INCENTIVES PRACTICE SURVEY

MACHINERY & INDUSTRIAL RETAIL

Sales compensation is a critical driver for the sales force. Packed with market data and insights, the **2019 China Sales Incentives Practice Survey Report** offers comprehensive information on sales incentive practices in China, which covers:

- Survey data from 2 industries: **Retail and Machinery & Industrial**
- Covers all sales types and levels
- An in-depth study of sales commission, sales bonus and performance bonus
- Case study of company's practice



76% of responding companies are facing sales force challenges in China



72% of responding companies reviewed their Sales Incentive Practice in the recent 12 months



56% of responding companies plan to review their Sales Incentive Practice in the next 12 months

Source: 2018 Mercer China Sales Incentives Practice

REPORT COVERAGE

PARTICIPANT PROFILE

- Company Performance, Workforce Size

SALES INCENTIVE PLAN OVERVIEW

- Benchmarking Practice
- Pay Mix Setting
- Total Cash Components
- "Honeymoon" Period for New Joiners

SALES COMMISSION / SALES BONUS

- Plan Mechanism (Threshold, Cap, Upside, etc.)
- Commission Rate
- Bonus Quantum
- Performance Measurement
- Incentive Linkage
- Pool Funding
- Payout Frequency
- Payout Practice under Special Circumstances

PERFORMANCE BONUS

- Performance Rating and Measurement
- Performance Bonus Quantum
- Payout Frequency

TOP SALES INCENTIVE

- Proportion of Top Sales
- Type of Top Sales Incentive Award

SALES TARGET ACHIEVEMENT RATIO

- Sales Target Achievement Ratio

SIP OPTIMIZATION

- Frequency of SIP Review
- Governance of Sales Incentive Plan
- Revisions in the Recent 12 Months
- Expected Revisions in the Next 12 Months

PRICE

TRS Participant RMB 21,500

*Taxes are included in the fees (6% VAT)

INDUSTRY	DATA EFFECTIVE DATE	DATA SUBMISSION DEADLINE	REPORT DELIVERY DATE
Machinery & Industrial Industry	1 July 2019	30 July 2019	30 October 2019
Retail Industry	1 April 2019	30 April 2019	31 July 2019

CONTACT US

Learn more today, click/scan the right QR code and send us your contact information for "SIP".

