

Sales Compensation Advisory

An effective sales compensation plan should be simple to understand, but may be complex to deliver in a way that considers all relevant aspects of a company.

At Integrated Growth Advisors (IGA), we are skilled in sales compensation plan design and implementation. Our team balances the needs and objectives of our clients, their people, and their sales process. There is one common goal: to provide our clients with facilitated guidance to achieve the right sized, right shape compensation plan.

The IGA approach to advising our clients starts with understanding the many facets of a client's business. We can provide a targeted result that assures our efficient and targeted use of client resources.

We follow a non-disruptive interview process at the onset of each engagement that brings the context of overall sales effectiveness to a client's sales compensation design objectives.

The IGA team follows a step by step process for sales compensation plan design. Our sales compensation experts are skilled in aligning strengths of the overall sales effectiveness with the objectives of each step along the path to a plan design.

This yields great results for the company and its sales force.



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IGA Sales Effectiveness Model



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David Landrum is Partner in charge of Client Relations at Integrated Growth Advisors and a member of the Sales Compensation Advisory practice area of the firm. He works closely with C-level leadership and executives across IGA's diverse client base to assure the appropriate resources are aligned to meet their needs and support their strategic and tactical objectives. David also establishes and nurtures relationships with CPA firms and other professional services firms, where a strategic alliance can provide mutual benefits.

 Integrated Growth Advisors is a growth advisory firm focused on empowering our clients to systematically enhance their businesses in terms of revenues, profitability, sustainability, and value.

Our advisors have significant and broad experience in accounting and finance, sales compensation plan design, business development, and strategic marketing. We draw on first-hand experience with best practices from a variety of industries to create sustainable growth for our clients. *Our clients obtain a sharper focus and a cleaner path towards a bright business future.*

Contact us to learn how we can accelerate your growth and help maximize the valuation of your business.