



Value of Individual Sales Tasks

Example					
Task	Salesperson 1		Salesperson 2		Perfect Salesperson
Lead generation	\$	15,000	\$	25,000	\$ 25,000
Initial contact	\$	1,500	\$	1,500	\$ 2,500
Lead nurturing	\$	-	\$	5,000	\$ 5,000
Proposals	\$	-	\$	-	\$ 5,000
Dealing with committees	\$	-	\$	1,000	\$ 5,000
Schmoozing	\$	1,500	\$	1,500	\$ 5,000
Closing deals	\$	5,000	\$	25,000	\$ 50,000
Post-sale follow-up	\$	2,500	\$	2,500	\$ 5,000
Customer retention/Re-orders	\$	2,500	\$	2,500	\$ 10,000
Total Individual Value	\$	28,000	\$	64,000	\$ 111,500
Bob's Total Compensation	\$	47,500	\$	70,000	\$ 95,000
<i>Vig</i>	<i>\$</i>	<i>19,500</i>	<i>\$</i>	<i>6,000</i>	<i>\$ (16,500)</i>