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# Considerations When Designing Sales

**Start Date: 11/16/2016 7:30 AM**

**End Date: 11/16/2016 10:00 AM**

Wednesday, November 16th 7:30am - 8:00am Registration and Networking 8:00am - 10:00am- Program  
Location: NYSUT Conference Center, 30 North Union Street, Rochester, NY 14607 Presented by Betty Richardson, Rewarding Solutions Sponsored by Gillespie Associates This program is hosted by GVC SHRM! This program has been pre-approved for 2 Professional Development Credits by the Society of Human Resource Management and 2 HR General) credits by the HR Certification Institute. An effective pay plan will positively influence your sales force to meet specific objectives and improve overall business results. Determining the “right” plan with the “right” objectives is a difficult task for most organizations, especially since there are so many options in designing a sales compensation plan. This interactive session will identify the options and considerations an HR professional should include when designing a sales incentive plan. Program Highlights: •Identifying the various types of compensation for sales people & understanding when each is most appropriate •Discussing the four phases of designing and administering sales incentive plans •Recognizing & avoiding the common pitfalls •Appreciating the importance of HR involvement and legal compliance About our speaker: Betty Richardson has held key executive roles in the area of human resources for more than twenty years. Her experience includes all aspects of design, training, and administration of human resources programs for start-up businesses through Fortune 500 companies. Her in-depth human resources background in varying types and sizes of organizations provides Betty with a strong foundation to deliver needed results that are customized for each client. In 1997, Betty established REWARDING SOLUTIONS, a consulting and training business. She has worked with a number of varying size companies, including Eastman Kodak Company, Harris Corporation/RF Communications and Bausch & Lomb, as well as many not-for-profit and educational organizations. Consulting and training work includes: • Design of base pay programs including the development of grades, steps, and bands • Design of incentive pay programs including team bonuses and sales commission/bonus plans • Design of employee recognition plans including cash and non-cash awards • Design and administration of salary surveys and benchmarking of pay and policies • Design of performance management programs and pay for performance/merit programs • Design and delivery of customized leadership skills training including a supervisory series • Implementation and analysis of employee engagement surveys and employee focus groups Prior to establishing REWARDING SOLUTIONS, Betty was the Director, Corporate Compensation Planning and Development for Eastman Kodak Company. In this capacity, Betty was responsible for the benchmarking and design of all pay-related plans for Kodak’s individual business units and ventures as well as for company-wide programs. This included all sales commission/bonus plans for the numerous and varied businesses. Before joining Kodak, Betty held the position of Manager, Compensation, Benefits and Information at Harris Corporation/RF Communications. Betty holds a B.S. degree in Business (Health Administration) from Ithaca College, has successfully completed Cornell’s Human Resource Executive Development Program, and has been certified by the World at Work (American Compensation Association). In addition to her personal and professional opportunities, Betty has volunteered at a therapeutic riding center and has conducted a program which teams special needs children and animals at the local animal shelter with the goals of breaking the cycle of abuse, recognizing the value of positive reinforcement and

**Location(s)**