Article Review

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 Compensation is recognized as the one important aspect of the paradigm of the business. The facet of compensation defined as the money received referring to the idea of work performance. The approach of compensation planning is closely related to the business component of sales. The particular article, “The Right Way to Use Compensation” is written by Mark Roberge with the focus to critically explain the concept of compensation concerning the perspective of business sales. The author of this article illustrated his understanding by mentioning his personal experiences in the business domain. A proper understanding of compensation is identified as the important element to obtain a better pattern of sales. Here the particular aim is to critically analyze this article to enhance better knowledge about the impression of compensation planning.

 The compensation plan is rightly characterized by the author as one of the most effective criteria to achieve sales goals in a business setting. The comprehensive viewpoint of compensation plan has the capacity to increase the sales level through the adoption of different strategies. It is thoroughly explained by the author that the compensation plan has enough power to motivate salesperson to achieve better statistics of sales according to the entire business strategy set by the management. Sales’ compensation plan is ranked as the most powerful tool by the author when business entities are interested to expand their business in the form of sales expansions at a different level (Roberge, 2015). It is essential to mention that the author of this article adopts the right approach to demonstrate the effectiveness of the sales’ compensation plan.

 Undoubtedly, it is important for the business leaders to decide that which sale compensation structure is suitable in the particular business prospect. It also refers to the consideration of various strategies that provides integral assistance to achieve the main objective of the compensation plan. It is significant to agree with this view of the author that different sales compensation plans have the tendency to use at different stages or the levels of the business growth. It is important for the business leaders to implement the appropriate compensation plan according to the need of the business. The objective of sustainable growth is closely associated with the better planning and implementation of a suitable method of compensation.

 The customer acquisition plan is one major form when it comes to the significant criteria of compensation planning. This specific concept is discussed by the author to indicate the values related to the intention of customer attainment. As the critic, it is substantial to agree with the author’s opinion that the stage of customer acquisition requires the simplest and hunting oriented strategies referring to the compensation plan. This particular perspective has the potential to play its positive role in the acceleration process of acquisition. The components of customer success and retention plan also related to the broader range of the compensation plan. Retention problems in case of customers help to determine the negative aspects that need to be revised to achieve sales objectives. The information about customer retention ultimately helps to determine the sales performance and set compensation plans according to the requirements of the business.

 To conclude the critical discussion about the article, it is mandatory to mention that the author successfully overviews different crucial characteristics and spheres of the main notion of compensation planning. The sustainable growth plan plays a vital role to attain better outcomes from the corporate strategy of compensation. It is one core responsibility of the department of human resource management to align the considerations of compensation in the form of money and the growth of business sales.

References

Roberge, M. (2015). The right way to use compensation. *Harvard Business Review*, *93*(4), 18.