

# Who's Getting Paid the Big Bucks?

by Carolyn Merriman, President

Perhaps it's human nature — the intrigue with salaries and structures and what's required to earn those dollars. Years in the ranks of healthcare has assured us of some things. Most people aren't in health-care purely for the dollars and sales payment systems are not a standard in healthcare organizations.

As a member of the sales team, you may be interested in looking at the trends for sales outside of healthcare and consider the impact it may have within your environment. Following are some highlights from Dartnell's 30th Sales Compensation Survey (800-621-5436).

- Experienced reps can better manage the complex customer purchasing cycle and marketplace demands while intermediate and entry level reps need a learning curve.
- Downsizing's impact on customers and how companies do business will require reps to work deeper and wider within companies to keep a broader base of lasting relationships.
- Companies are selecting fewer key partners to do business with, making it harder to shift business away from the competition. Look for "added value" strategies and services to enhance your position with a prospect or customer. Don't give the customer reasons to "shop around." Don't just "buy the business" with deep discounts, make sure that you can keep the business and compete without harming profitability and success.
- Waste isn't tolerated in business. Quantify all savings, demonstrate and manage outcomes, validate quality and added value, and provide customers with status reports and/or report cards.
- Customers rely less on face-to-face contact with sales reps as they become more comfortable buying via the internet and web. Look for ways to proactively position technology by weaving it into the sales strategy and process. Recognize that not all customers want technology — some of us still prefer the "dinosaur" method!



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**Senior sales reps were the only category to experience an increase in their earnings (6.8%) over the past two years.**