



Managing Quota During a Crisis

Background

How can you ensure sellers are focused on customers by removing anxiety caused by crisis economics?

- COVID-19 has created a pandemic which will prevent “business as usual” for a portion of 2020.
- The revenue plan was established under circumstances which have been altered.
- These external factors are 100% out of your sales team’s control, yet sales compensation will be impacted.
- Compensation concerns, coupled with the worst stock market crash since 1987, have created anxiety across the sales community.

Change Drivers

Quota adjustments are a controversial topic, but should be considered in exceptional circumstances, including:

- Macroeconomic factors: recession, hyperinflation.
- Natural disasters: pandemic, hurricane, earthquake,
- Production issues: supply chain disruption, backlogs, unfulfilled orders.

Execution Levers

Assemble the compensation governance committee to execute a quota-relief initiative using the following guidelines:

- Quota changes are typically self-balanced; reductions in quota require offsetting increase in less impacted areas.
- If the performance period is quarterly, consider shifting a portion of quota from Q2 to Q3 and Q4.
- If performance periods are Monthly or Quarterly, consider extending to Semi-Annual

Rationale

- Success is 50% talent and 50% performance conditions. Unprecedented disruption to performance conditions are recognized in quota adjustments.
- Proactively recognizing and addressing these concerns will humanize organizations, keeping teams motivated and engaged.
- As a Leader, it is incumbent on you to ease the fears of your sales team by reducing punitive aspects of quotas caused by macroeconomic circumstances

ADDITIONAL INFORMATION CAN BE FOUND ON SBI TV:
[When and How to Provide Quota Relief in Turbulent Market Conditions](#)

