

# Best Practices Panel Discussion: "Managing Your Sales Force"



Gerry Tann  
Vice President of Field Sales

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# Field Sales Structure

## Area Sales Managers (ASMs)

- Call on and manage insurance, commercial and wholesale accounts (or all of the above or a combination, depending on experience and market)
- Typically responsible for one or two major markets
- Work closely with Operations counterparts

## Regional Sales Managers (RSMs)

- Manage several ASMs within a region to provide direction and help when needed
- Skilled in selling and listening techniques
- Constantly evaluate ASMs by conducting “ride-alongs” every four to six weeks and quarterly assessments

# Field Sales Support

- Try to provide our Field Sales Team with as much support and as many tools to succeed
- Internal resources include:
  - Management support
  - Direction and support from Strategic and National Account Managers
  - Field Sales Training
  - Marketing assistance and sales tools
  - Accounting support

# ASM Compensation

## Base Pay

- Typically accounts for about 60% of pay
- Awarded weekly

## Incentive Compensation (IC)

- Typically accounts for about 40% of pay
- Awarded monthly
- Determined by escalating scale based on business growth in the different segments over the same time LY

# ASM Benefits

- Healthcare
- Company-paid life insurance
- 401(k)
- Tuition reimbursement program
- Company car with personal mileage allowance
- Fuel card
- Participation in semi-annual or annual Regional Sales Meetings to connect with other ASMs, share best practices and enjoy an attractive destination

# RSM Compensation

## Base Pay

- Typically accounts for about 60% of pay
- Awarded weekly

## Incentive Compensation (IC)

- Typically accounts for about 40% of pay
- Awarded monthly
- Determined by escalating scale based on business growth in the different segments over the same time LY (an accumulation of results from all ASMs' results in the region)
- Yearend "kicker" based on attainment of five key goals and company performance

# Communication

- Challenging to make sure everyone is on same page and receiving support they need with a large company
- Try to offset this with the following:
- Regular e-mail and phone communication between the RSM and ASM
- Ongoing communication and teamwork among ASMs and other team members within a given market (and between ASMs for those markets with more than one)
- “Ride-alongs” with RSMs every four to six weeks
- Quarterly assessments by RSMs
- Semi-annual or annual Regional Sales Meetings to connect with ASMs from other markets and share best practices





Thank You!

  
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