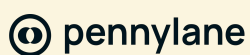




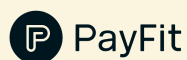
Why did +150 Sales Leaders opt for a commission tool?



With the participation of:



hosman



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→ Introduction

In the competitive world of sales, companies are looking for ways to optimize their sales teams' performance.

According to a study by The Bridge Group, 65% of B2B companies state that sales team productivity is their number 1 challenge.

Among the many levers available, commissions stand out as one of the most effective tools for stimulating sales motivation and commitment. However, simply offering commissions is not enough to guarantee success. Today, it's essential to switch from Excel or Google Sheet to a commission tool to exploit their full potential!

To understand this, Qobra's teams went to meet many Heads of Sales, experts involved in the design and management of commissions within prestigious companies such as Spendesk, Hosman, Pennylane, Welcome to the Jungle, Partoo, Glady, and many others. Their experience and feedback provide us with valuable insight into the positive impact of switching from Excel or Google Sheet to a commissioning tool for sales teams.

A.

Better understanding of the commission plan

KEY FIGURE

77%

According to a [Quotapath and Global Surveyz survey](#), 77% of commission managers say their sales reps find it difficult to understand their compensation plans.

The complexity of commission plans can sometimes be an obstacle to sales motivation. By providing an at-a-glance detailed analysis of commission formulas and performance criteria, **commission tools** give sales reps a better understanding of compensation mechanisms and encourage them to adopt behaviors aligned with company objectives.

This helps boost sales staff's confidence in the compensation system, and motivates them to make extra efforts to achieve their objectives.

Welcome to the Jungle



“ Qobra allows us to make the subject of variable more transparent and intelligible for teams.”

Pierre-Gaël Pasquiou

Chief Sales Officer
at *Welcome to the Jungle*

 **Pretto**



“ Sitting down with the sales rep to explain how his commissions work on Excel, today, I don't need to do that anymore.”

Barthélémy Morin

Head of Sales at *Pretto*

B.

Real-time visibility: A motivating catalyst

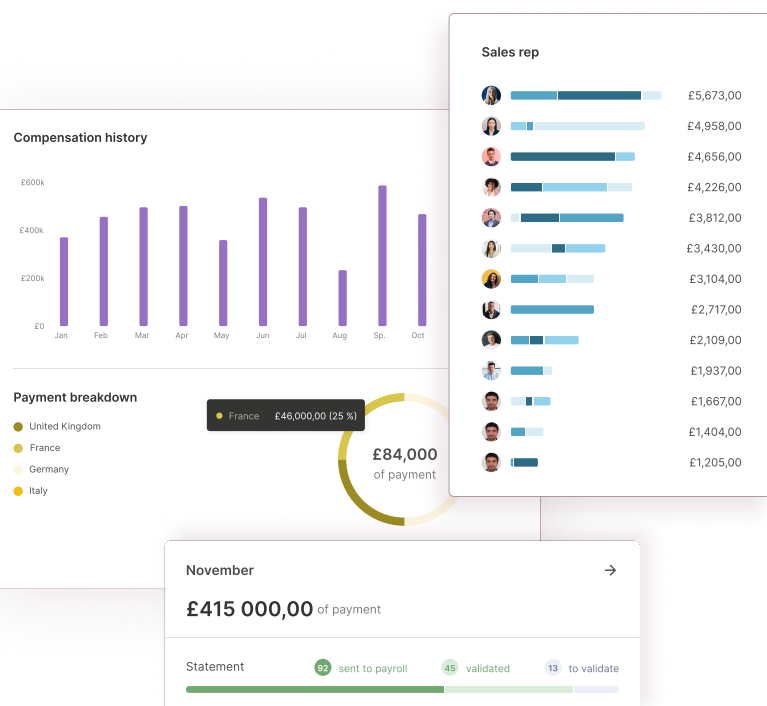
KEY FIGURE

32%

According to Palette's study The state of sales compensation, 32% of sales reps have real-time visibility of their commissions, and know exactly how much they will earn after a deal.

One of the main advantages of commission tools is the real-time visibility they offer sales reps. Unlike traditional commission calculation systems (Excel, Google Sheet), which are often opaque and subject to processing delays, these tools enable sales reps to track their progress on a daily basis. This increased transparency is a powerful motivator, as it enables sales reps to see directly the impact of their actions on their remuneration!

This permanent clarity enables sales reps to set themselves concrete, measurable objectives, thus fostering their commitment and determination to achieve their goals.





📍 pennylane

“It's crazy, a Sales person can literally log on to Qobra every day, see if they've unlocked their commission gas pedal, the impact it's having on their variable and so it goes a long way to having teams that are super motivated on a daily basis.”

Thibault Lemaître

Sales Manager chez *Pennylane*



↔️ spendesk

“Over the year 2022, we're averaging 123% individual performance, and Qobra is part of one of the links that brings that motivation and makes us perform on a daily basis.”

Clémentine Platel-Paris

Head of Sales Southern Europe
chez *Spendesk*

C.

Building effective commission plans

KEY FIGURE

61,9%

According to a [Qobra & Modjo study on variable compensation in France](#), 61.9% of employees using commission calculation and management software exceeded their targets, compared with just 30.1% of those using Excel or Google Sheets.

By analyzing past performance, market trends and the company's strategic objectives, Qobra makes it possible to define optimal compensation structures that motivate sales reps to meet and exceed their targets.

Thanks to detailed data analysis, Qobra identifies the most effective motivational levers for each team, enabling commission plans to be tailored to individual needs. This tailor-made approach, impossible with traditional spreadsheets, helps maximize sales force engagement and optimize sales performance for the company as a whole.

Some commissioning tools, such as Qobra, go beyond automating commission calculations. In fact, their capabilities enable companies to build effective commission plans through in-depth analysis and efficient data processing.



 PayFit

“It's not just a tool for salespeople, it's also for managers since it's a performance monitoring tool that's incredible. It allows managers, on a daily basis, to go out and challenge their Sales people and push them to perform.”

Clément Paul

Sales Director chez *Payfit*

D.

Dynamic animation of the commission plan

In addition to calculating and managing commission plans, a tool such as Qobra offers companies the possibility of dynamically animating their plans through personalized, interactive communication. Sales reps are regularly informed of the evolution of their commissions, their ranking in relation to their colleagues, and current sales challenges.

This regular transparency and recognition boosts sales motivation and encourages them to maintain their commitment over the long term.



↔ spendesk

“ The gamification aspect, with integration on Slack or by e-mail is quite interesting since it boosts motivation in real time, our Sales people are quite fond of that.”

Clémentine Platel-Paris

Head of Sales Southern Europe
chez Spendesk

E.

Appealing UX: A key factor for adoption

Unlike traditional solutions such as Excel or Google Sheet, commissioning tools like Qobra offer an intuitive and attractive user interface, which plays a key role in their adoption by sales reps. With a smooth, pleasant user experience, these tools generate interest and commitment from users, which translates into a high adoption rate.

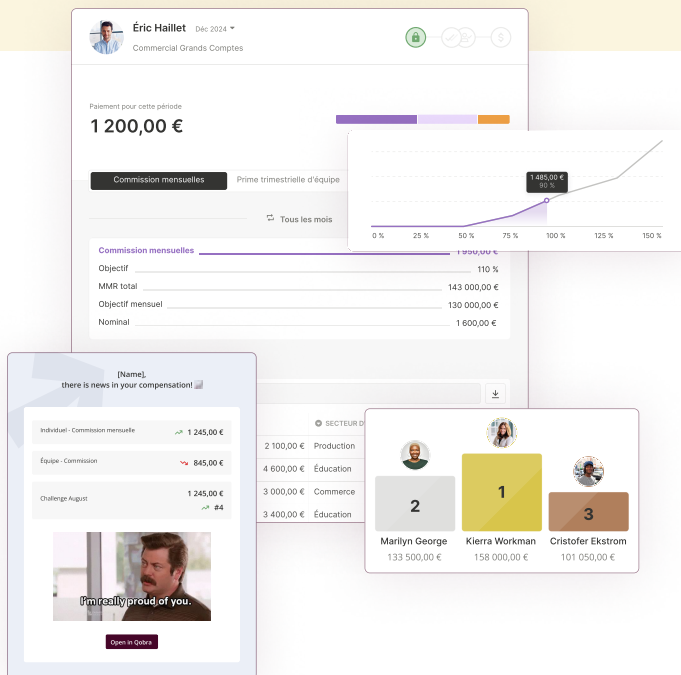


For example, Qobra is one of the commissioning tools with the highest adoption rate on the market, with an average of 3 out of 4 sales reps logging on to the platform several times a month. For some companies, the connection rate is even 100%!

A gamified interface motivates sales reps to connect regularly, encouraging interaction with the tool and reinforcing their commitment to the company's objectives.

F.

Integrated sales challenge: An additional commitment driver



As discussed in a [white paper on sales challenges](#), these are proven tools for boosting the motivation and performance of sales teams. Integrated with commissioning tools, these challenges become even more effective by enabling sales reps to track in real time their positioning in relation to set targets and the performance of their colleagues.

This feature, praised by many Qobra customers, contributes to creating a dynamic and competitive working environment, conducive to achieving sales targets.

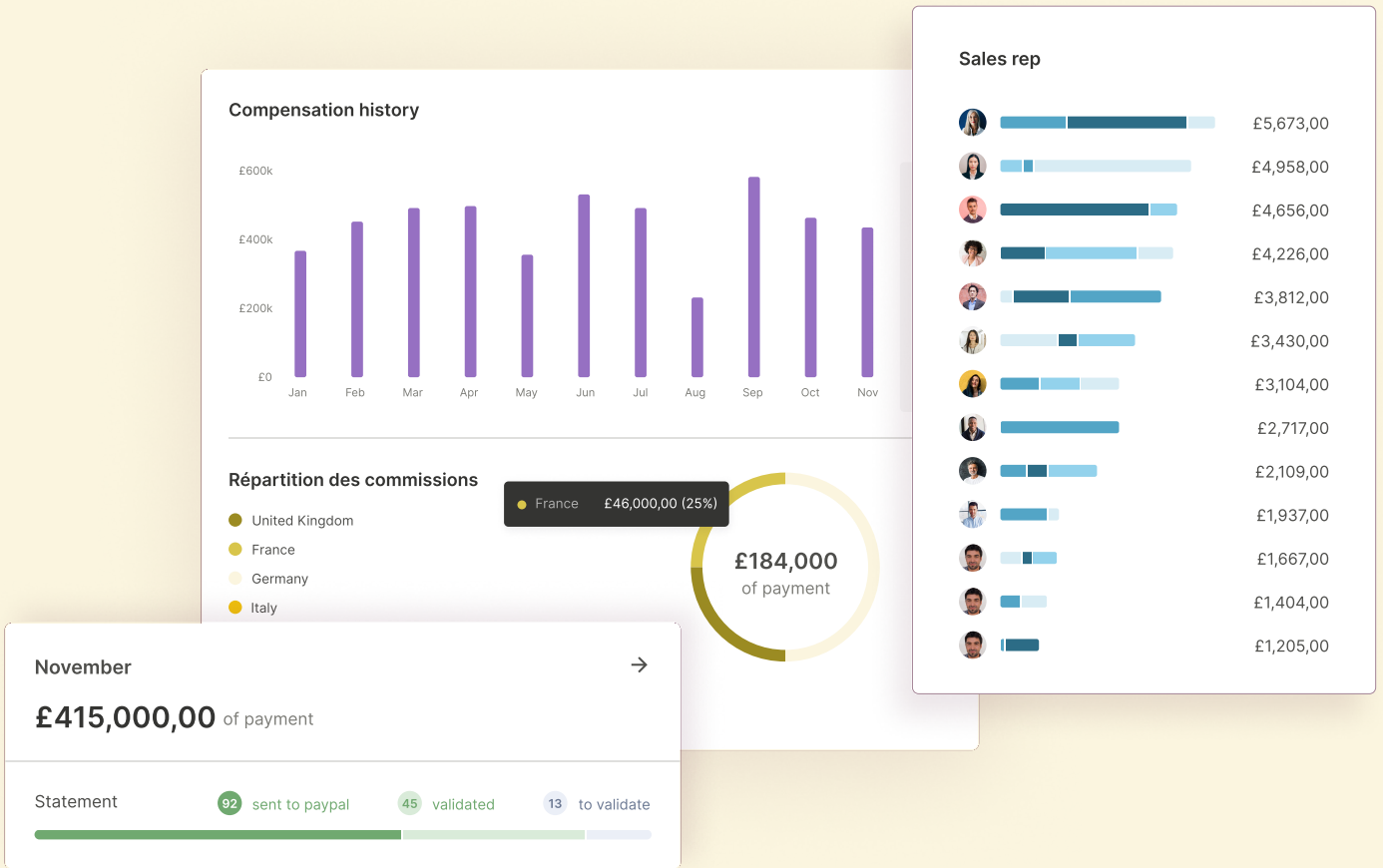
SeLoger



“ Qobra's challenge functionality enables sales reps to challenge each other, which creates emulation. It's a real additional motivational lever!”

Quentin Bourdeix

Sales Ops Manager chez *SeLoger*



Ready to make sales challenges
and commissions
your number 1 sales
performance lever?

[Discover Qobra](#)



2.

Save a considerable amount of time to devote 100% to your business



A.

Automated commission calculation

KEY FIGURE

71%

According to Palette's study [The state of sales compensation](#), 71% of companies have to update spreadsheets, verify data, manage version control and perform other manual commission-related tasks.

Automated commission calculation is one of the most popular features of commission management tools. By connecting directly to the CRM, this tool eliminates the need to manually retrieve data and process it on spreadsheets.

This saves Sales Directors and Sales Managers valuable time, enabling them to concentrate on higher value-added tasks.




“I'm only going to log on a few times a month to check that the integration with Salesforce is working properly, that the information being sent automatically to Qobra is correct. Which is actually the case, since today it only takes a few seconds to check and be sure that at the end of the month there won't be any discussions at all.”

Clémentine Platel-Paris

Head of Sales Southern Europe
chez *Spendesk*

B.

Commission data just a few clicks away

Commissioning tools offer unprecedented accessibility to commissioning data, giving sales managers easy access to relevant information with just a few clicks. Whether viewing the performance of a team, a salesperson or a specific deal, data is available in real time, enabling informed decisions to be made quickly and efficiently.



 PayFit

“Qobra makes it possible to centralize all compensation models for all teams on a single tool.”

Clément Paul

Sales Director chez *Payfit*

C.

Quick configuration and modification of commission plans

PALIER		COMMISSION	
0 % à	<	50 %	0
X ≤ 50 % à	<	80 %	Actual + 3 %
X ≤ 80 % à	<	100 %	Actual + 5 %
X ≤ 100 % à	≤	150 %	

NAME	INVOICING FREQUENCY	CLOSE DATE	MONTH COMMITMENT	AMOUNT	AGR
NB Airtable SAS	98,89 €	75,00 €	295,07 €	177,26 €	
NB Airtable SAS	82,06 €	87,00 €	248,00 €	54,95 €	
NB Airtable SAS	86,00 €	54,05 €	149,00 €	149,00 €	177,26 €
NB Airtable SAS	87,00 €	127,00 €	95,38 €	248,00 €	255,72 €
NB Airtable SAS	226,20 €	248,00 €	94,00 €	87,00 €	177,26 €
NB Airtable SAS	171,52 €	82,06 €	261,70 €	127,00 €	82,06 €
NB Airtable SAS	75,00 €	248,00 €	149,00 €	267,50 €	82,06 €
NB Airtable SAS	75,00 €	43,27 €	255,72 €	177,26 €	171,52 €
NB Airtable SAS	95,38 €	261,70 €	86,00 €	149,00 €	214,27 €
NB Airtable SAS	87,00 €	86,00 €	171,52 €	54,95 €	248,00 €
NB Airtable SAS	75,00 €	95,38 €	94,00 €	94,00 €	87,00 €
SUM	20 560 €	SUM 20 560 €	SUM 20 560 €	SUM 20 560 €	SUM 20 560 €

Setting up or **modifying a commission plan** can sometimes be time-consuming and resource-intensive.

To remedy this, some platforms like Qobra have developed no-code commission plan editors, which now make it a simple, quick task that can be carried out by any Sales Manager.

In just a few minutes, Sales Managers can define or modify commission rules, beneficiaries, payment frequency and much more, without having to invest hours in tedious processes.

D.

Scalable commission plans a few clicks away

Managing commission plans can be a major challenge for sales managers, especially in dynamic environments where objectives and organizational structures change rapidly.

Unlike spreadsheets, commissioning tools make any **commission plan** scalable in just a few clicks, offering unrivalled flexibility to adapt to market and company changes!

E.

Error and conflict prevention

Reducing commission calculation errors is a major benefit of commissioning tools, contributing to the peace of mind of Sales Directors, Sales Managers and Salespeople themselves.

By avoiding remuneration errors, a major problem with traditional solutions (Excel, Google Sheet), commissioning tools also eliminate the need to go back and forth with different stakeholders to resolve issues. The transparency and real-time visibility offered by platforms like Qobra on the operation of the commission plan and on current and past individual commissions reduces questions and queries.



“When a Sales person has questions about his or her commissioning, instead of him or her and me taking time, the visibility we have on Qobra means we can get an answer almost instantaneously.”

Guillaume Call

Directeur Commercial chez *Partoo*

F.

Feedback system for quick problem resolution

Some of the tools on the market, such as Qobra, offer sales reps a feedback system directly on commissions, enabling them to quickly identify those responsible in the event of an error, and to resolve problems in just a few minutes. This feature enhances transparency and communication within the sales team, while reducing the time needed to resolve commission-related issues.

arjo



“There's the possibility of creating a personalized message with each sales rep to get more information on this or that amount. This greatly facilitates dialogue.”

Adrien Petit

Directeur des Ventes chez Arjo

hosman



“Qobra allows us to see exactly which commission corresponds to which property, and if at the slightest error, there's a chat in Qobra too, which allows us to quickly comment on the error if it happens, but in any case, it's much less the case than before.”

Anatole Oger

Sales Manager chez Hosman

G.

Reliable commissions: more time for business

KEY FIGURE

28%

According to [Salesforce State of Sales](#), sales reps spend only 28% of their week on sales, the rest on essential but tedious tasks such as data entry, data verification and commissions.

The transparency offered by commission tools guarantees sales reps that their commissions are 100% reliable, so they don't have to spend hours recalculating them every month.

On the scale of a company with 50 sales reps, this represents [a considerable time saving](#) of around 4 hours per month per sales rep, or around 2,400 extra hours per year that can be devoted to productive sales activities!

H.

Simplified commission validation and payment process

Validating commissions can be a tedious and time-consuming process, often requiring back-and-forth between sales people, managers and HR or finance departments.

ARJO



“There's no risk of errors in commission calculations, so it makes it easier to check before sending to payroll, with only particularly high or low amounts attracting our attention and requiring a quick check.”

Adrien Petit
Sales Director at *Arjo*

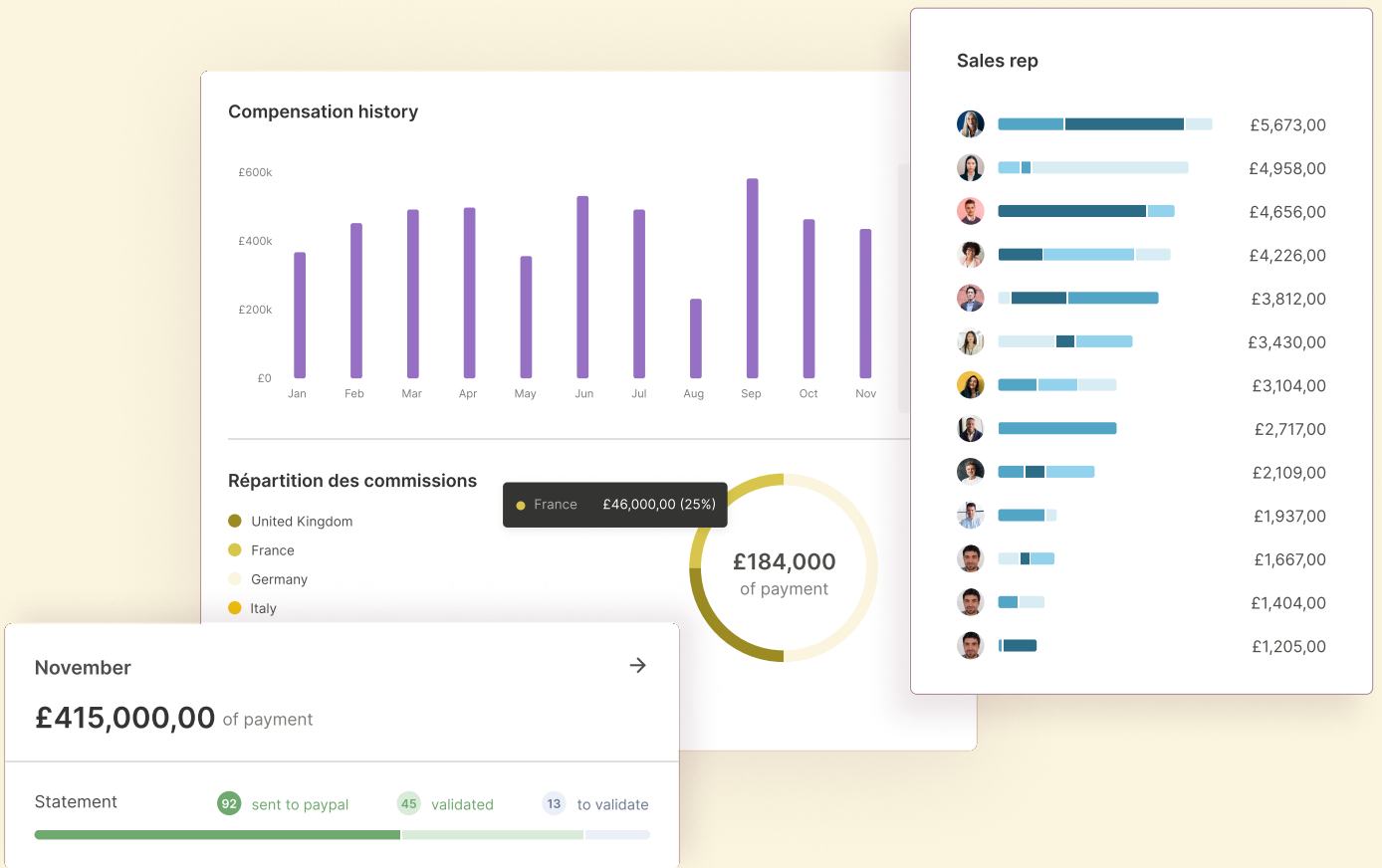


@ pennylane

“I'm pinged directly by the Sales Operations teams, who ask me to check that the commission amounts are the right ones in Qobra. Then, I only have one click to make and it's done.”

Thibault Lemaître
Sales Manager at *Pennylane*

Qobra simplifies this process by automating the sending of commission slips to payroll, and enabling quick and easy validation of amounts by the appropriate managers. This saves a considerable amount of time and avoids costly errors when paying sales staff.



Ready to make sales challenges
and commissions
your number 1 sales
performance lever?

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3.

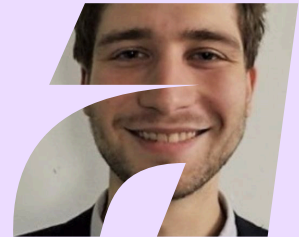
**100% reliable
commissions
for total sales
team trust**



A.

CRM integration for reliable, real-time data

The integration of commissioning tools with CRM systems enables sales data to be retrieved in real time, without the need for manual input. This direct connection ensures that the data used to calculate commissions is always up-to-date and accurate. Sales managers can therefore have complete confidence in the figures presented, knowing that they are based on reliable, up-to-date data.



SeLoger

“By using Qobra to calculate our commissions and organize our sales challenges, we ensure data reliability because we're linked to our CRM in real time.”

Théo Manachem

Sales Ops Manager at *SeLoger*

B.

Removing human errors through automation

KEY FIGURE

46,1%

According to a [Qobra & Modjo study on variable pay in France](#), 46.1% of employees receiving variable pay have already suffered at least 1 error in the amount of their variable pay.

A commissioning tool follows precise, pre-integrated calculation rules, and is intended for pre-selected employees. Ultimately, automation ensures that every member of the sales team is remunerated fairly and accurately, thus reinforcing trust and satisfaction within the team.

Automated commission calculation is one of the key benefits of commission management tools like Qobra. By eliminating manual adjustments and erroneous data entry, these tools considerably reduce the risk of human error.

 **Pretto**



“Qobra completely eliminates input errors, it's much more reliable.”

Barthélémy Morin
Head of Sales at *Pretto*

C.

Automated verification of calculation formulas

Commission management tools like Qobra automatically check calculation formulas for errors and inconsistencies. This feature ensures that calculations are carried out accurately and in compliance with established rules. Sales managers can therefore rest assured that commissions are calculated fairly and transparently, thereby boosting sales teams' confidence in the compensation system.



Welcome to the Jungle

“With Qobra, there's no potential discussion around calculation errors.”

Pierre-Gaël Pasquiou

Chief Sales Officer
at *Welcome to the Jungle*

D.

Total transparency for self-testing

Unlike traditional spreadsheets, commission management tools offer total transparency on commission calculations and enable sales team members to check their own remuneration. This autonomy in data verification strengthens sales staff's confidence in the compensation process, and reduces potential conflicts linked to calculation errors. Sales managers can thus build a climate of trust and collaboration within their team, fostering motivation and performance.



Welcome to the Jungle

“Qobra allows us to make the subject of variable more transparent and intelligible for teams.”

Pierre-Gaël Pasquiou

Chief Sales Officer
at *Welcome to the Jungle*

4.

Retaining top Sales talent



A.

Building lasting trust

As mentioned above, a commission calculation and management tool establishes essential reliability and confidence in one of the most sensitive subjects for the sales population: commissions.

With total transparency of information, a commission tool offers sales staff the certainty that their remuneration is calculated accurately and fairly. This confidence in the remuneration process strengthens the bond of loyalty between sales reps and their company.



**Welcome
to the Jungle**

“We also believe that talent needs to have a certain transparency and alignment from the teams, and in this sense Qobra meets our expectations extraordinarily well.”

Adrien Vicard

Head of Sales at *Welcome to the Jungle*

B.

Personalized support and follow-up

Real-time visibility of commissions, combined with a clear understanding of the commission plan, means that salespeople feel fully supported in their work.

Commissioning software enables sales managers to create clear, measurable objectives, and salespeople to monitor their performance on a daily basis. This proactive approach fosters salespeople's professional development and reinforces their sense of belonging to the company.



“Qobra plays a key role in building loyalty, because when a new SDR arrives at Glady, we introduce him or her to the SDR business and the various performance indicators. We then present them with a letter of objectives. And it's at this point, in fact, that the SDR can start tracking his day-to-day performance indicators directly in Qobra.”

Thomas Lepoittevin-Dubost
Head of SDR at Glady

C.

Providing the best tools for success

KEY FIGURE

84,2%

According to a [Qobra & Modjo study on variable compensation in France](#), 84.2% of employees satisfied with their variable compensation model benefit from a commission calculation and management tool. Conversely, 45.7% of employees using Excel or Google Sheets are not satisfied with their variable compensation model.

Sales people are attracted to companies that invest in the best tools to help them achieve their goals. Platforms like Qobra provide sales people with the tools they need to succeed, boosting their motivation and loyalty to the company.

For example, the regular distribution and sharing of information via Mail and/or Slack on objectives achieved and successes, plays a major role in achieving better results for sales reps, and therefore better commissions. Ultimately, this makes the best salespeople want to stay with a company where they earn a good living.

D.

Creating commitment with sales challenges

Animating the commission plan with sales challenges is an effective way of creating commitment and strengthening cohesion within sales teams. These stimulating challenges offer opportunities to collaborate and surpass one's limits, reinforcing the feeling of belonging to the company.

By encouraging positive interaction between team members, sales challenges help to create a dynamic and motivating working environment, encouraging sales people to stay and invest fully in their work.

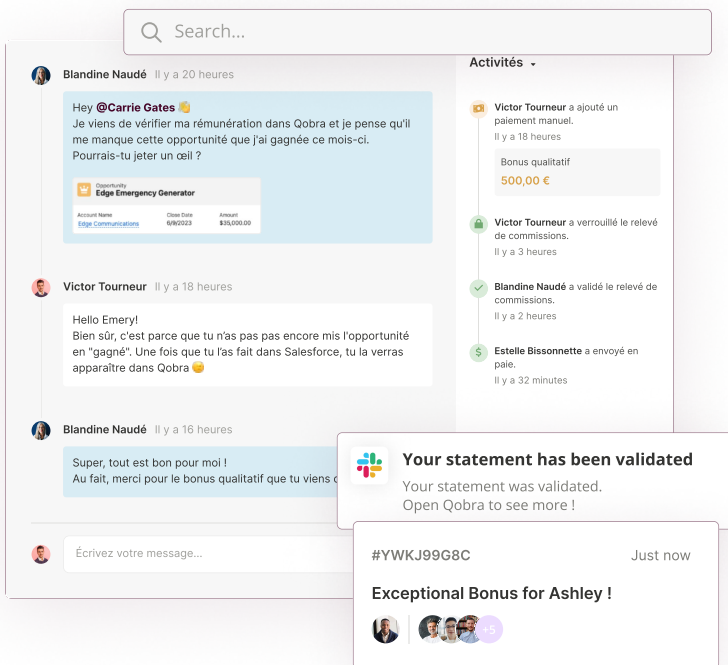
5.

Align the Sales team with the Operations, Finance and HR teams



A.

Easy in-app exchanges and comments





Between the Sales Ops and Sales teams, it has completely streamlined exchanges."

Barthélémy Morin
Head of Sales at Pretto

Some tools, such as Qobra, offer an integrated feedback system that enables sales, operations and finance teams to communicate easily and at any time on commission-related topics. Whether it's to discuss a specific commission, a commission plan or a particular case, in-app exchanges guarantee **fluid and efficient communication**, contributing to better collaboration between the different teams.

B.

Complete visibility of the commission process

Thanks to a commissioning tool, from the collection of sales data to the payment of commissions, all teams involved benefit from total visibility of the commissioning process. This transparency enables sales, operational and financial teams to follow every step of the process, from recognition to final remuneration.



“Qobra provides visibility almost from A to Z, from remittance, recognition to payment.”

Guillaume Call

Sales Director at *Partoo*

C.

Visibility and transparency for improved collaboration

The visibility and transparency offered by a tool like Qobra makes it easy for sales, operations and finance teams to find and distribute commission-related information.

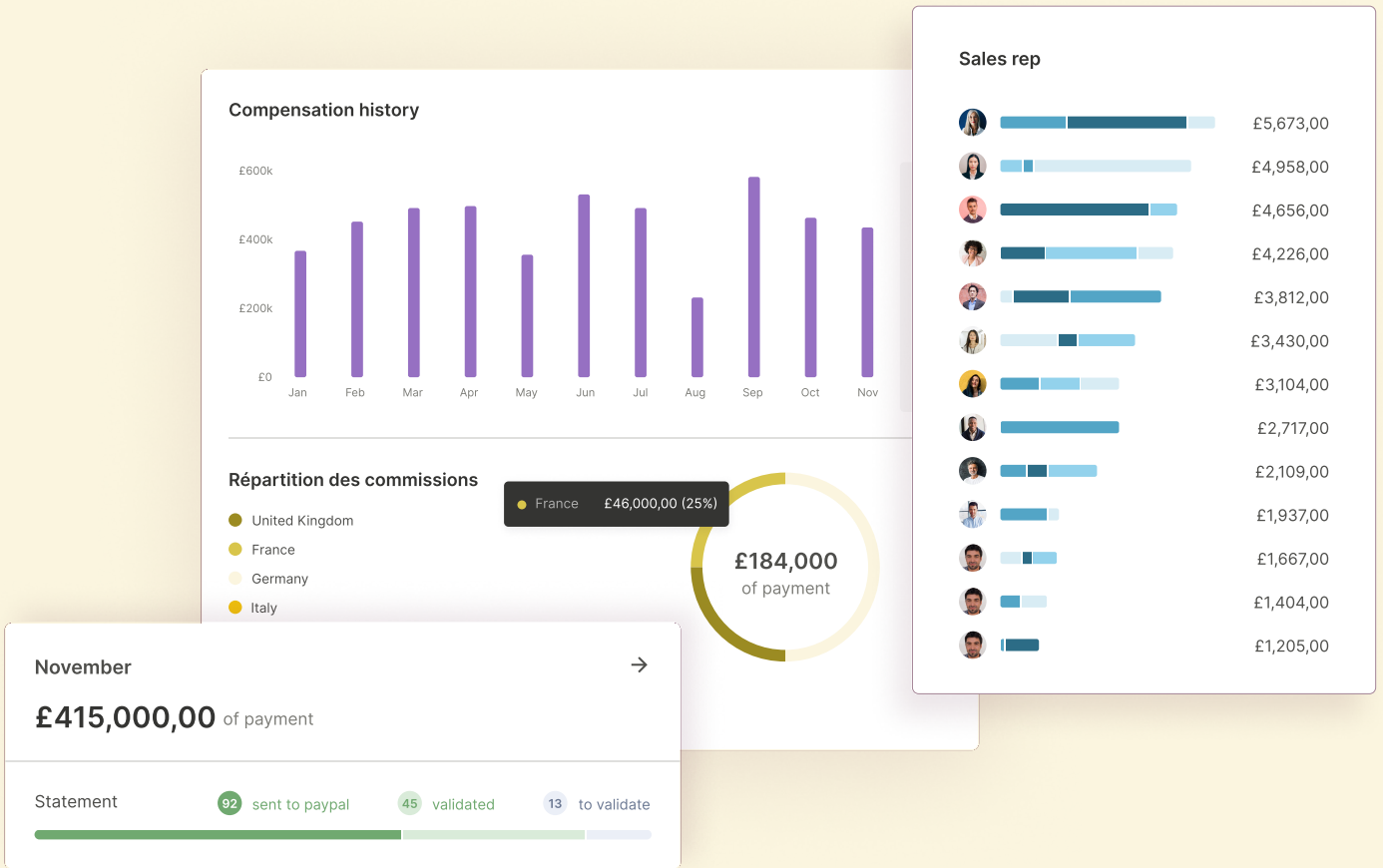
This accessibility reduces potential conflicts and back-and-forth between different teams, promoting smooth and efficient collaboration. By aligning objectives and processes between the various stakeholders, Qobra contributes to strengthening cohesion and overall company performance.



ARJO

“Qobra allows us to have a common discourse that avoids misunderstandings and therefore sometimes lengthy exchanges with the teams concerned.”

Adrien Petit
Sales Director at Arjo



Ready to make sales challenges
and commissions
your number 1 sales
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→ The final word...

There's no denying that commissions play a crucial role in motivating sales teams and boosting their performance. However, to fully exploit their potential, it is imperative to invest in a modern and efficient commissioning tool.

Testimonials from over 150 sales managers who have adopted Qobra show that these tools offer much more than just automated commission calculation. They provide real-time visibility, ease of configuration and unrivalled reliability, enabling companies to concentrate fully on their core business.

By adopting the right commission tool, companies can not only boost the performance of their sales teams, but also build a climate of trust, encouraging the retention of top talent. What's more, by aligning sales teams with operational and financial teams through greater transparency, these tools play an essential role in achieving the company's strategic objectives.

So, whether you're looking to optimize the motivation of your sales team, save time so that you can focus fully on your business, or reinforce trust within your organization, investing in a modern commissioning tool is a wise choice, backed by tangible feedback and field-proven expertise.

→ Acknowledgments

The Qobra teams would like to extend their warmest thanks to all those who contributed to this white paper on commissioning tools: Anatole Oger, Thibault Lemaître, Thomas Lepoittevin-Dubost, Clémentine Platel-Paris, Pierre-Gaël Pasquiou, Guillaume Call, Adrien Vicard, Théo Manachem, Quentin Bourdeix and Adrien Petit.

By taking the time to answer the interviews conducted by Qobra, our Head of Sales customers are able to provide all their peers with a list of the real benefits of implementing a commissioning tool for their sales teams, and more broadly for their company.



To find out more

5 benefits of abandoning Excel to calculate **commissions!**

Find out why companies are moving from Excel to commission management software, and how it benefits them!

qobrá



Sales commission tool: **Excel vs. internal solution vs. software**

Compare the functionalities of the sales commission solutions (Excel, internal solution and software) to find the best option for your company!

qobrá

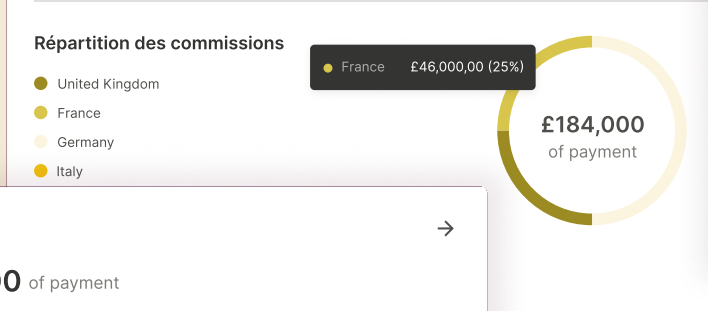
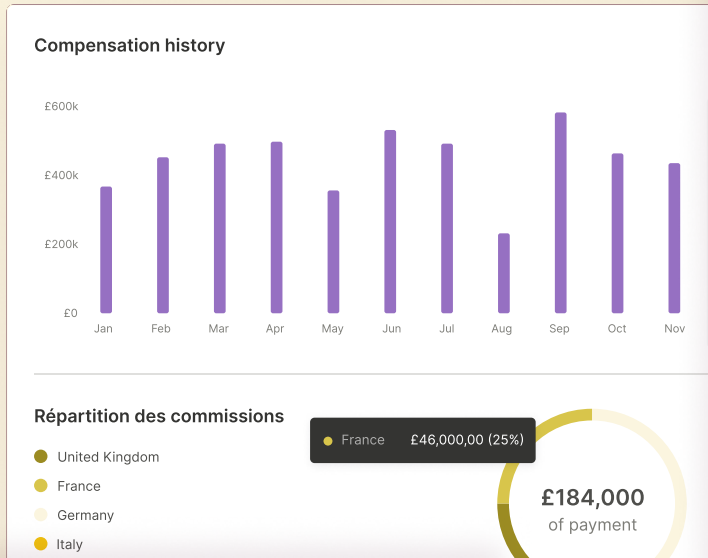


Top 7 sales **commission** tools

Discover the benefits of using a sales commission tool and the list of the best tools on the market!

qobrá





Sales rep

	£5,673,00
	£4,958,00
	£4,656,00
	£4,226,00
	£3,812,00
	£3,430,00
	£3,104,00
	£2,717,00
	£2,109,00
	£1,937,00
	£1,667,00
	£1,404,00
	£1,205,00

November →

£415,000,00 of payment

Statement: 92 sent to paypal, 45 validated, 13 to validate

+100
CUSTOMERS

+200M€
MANAGED
COMMISSIONS

+15 000
USERS

★★★★★

Qobra, who are we?

Qobra enables companies to align their Operations, Sales Reps and Finance teams on the topic of variable commissions!

Qobra makes it easy to calculate and manage employees' variable commissions, helping each of its customers to make variable pay their primary driver of sales rep motivation and performance, as well as an essential element of attractiveness and loyalty.

[Find out more](#)

