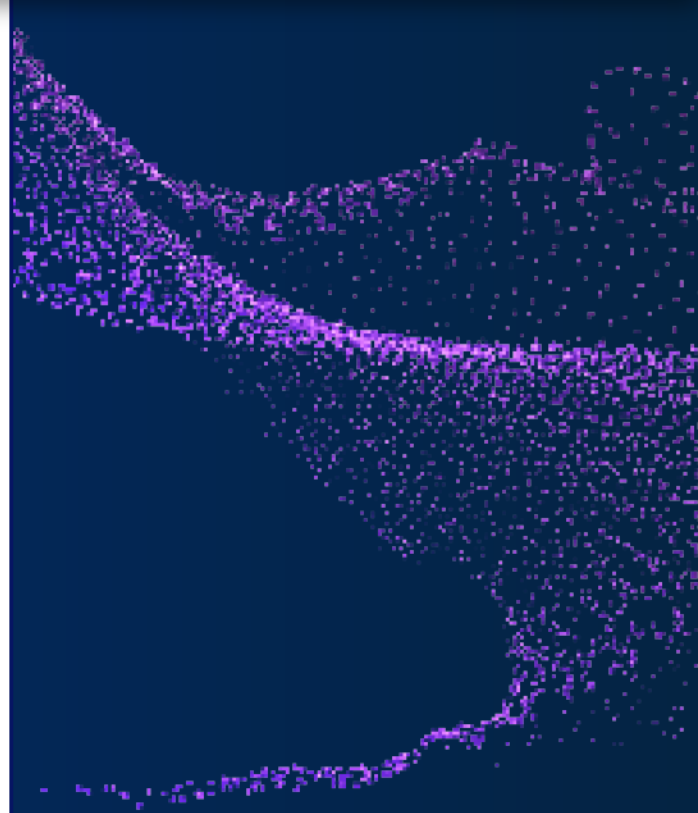


# Speaker



## **Kent Luton**

Managing Director – KPMG Sales  
Performance Management





Customer  
Advisory

# From experimentation to embedded AI in sales performance management

Transforming sales through  
advanced artificial intelligence  
solutions

2026



# Embedded AI in compensation strategy and design:

**AI can embed strategy directly into and from the day-to-day**

**Compensation strategy shifts from static plans to live simulation**

**Embedded AI can elevate compensation from execution to strategy**

**Human judgement governs AI proposals**



# Embedded AI in compensation operations:



AI embedded in execution changes how compensation actually runs, from reactive to proactive



Issues can be identified before sellers ever feel them



Disputes and exceptions can make the system smarter



AI does the heavy lifting; humans handle the judgement



# Embedded AI with the Sales Organization changes the ENGAGEMENT expectations

The seller experience becomes the true measure of success

Managers spend less time explaining pay and more time identifying performance patterns

Communication stays human, even when intelligence scales

Clarity brings a new level of ENGAGEMENT



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