

How ManpowerGroup Motivates Reps to Close More Deals with Deeper Sales Compensation Insights

ManpowerGroup®, the leading global workforce solutions company, helps organizations transform in a fast-changing world of work by sourcing, assessing, developing, and managing the talent that enables them to win. For over 70 years, ManpowerGroup has provided organizations with skilled talent while finding meaningful, sustainable employment for millions of people across various industries and skills.

The Challenge

ManpowerGroup has a large and distributed salesforce. As the company grew, local managers and financial analysts calculated commission reports manually. However, these groups weren't equipped to understand the company's commission rules and processes fully. They also didn't always have time to learn how to perform manual calculations.

As a result, commission reports were inaccurate and didn't provide a true view of ManpowerGroup's sales compensation program.

With Varicent, we can quickly and easily build accurate reports—which gives us more time for analysis and other critical support activities.

Craig Dimbat, Varicent Administrator,
ManpowerGroup

Industry
Staffing and Recruiting

Size
Enterprise

Geography
Global

Product
Incentive Compensation Management (ICM)

Results

Improve sales compensation planning

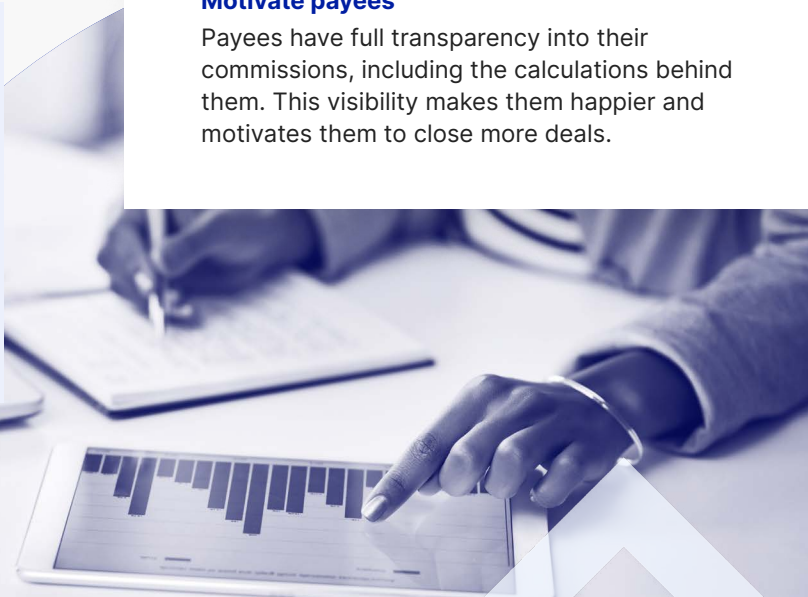
ManpowerGroup can track their targets and refine them as needed to make them more effective.

Plan for peaks and valleys

Divisions now have insights into seasonal changes that impact the business and can plan accordingly.

Motivate payees

Payees have full transparency into their commissions, including the calculations behind them. This visibility makes them happier and motivates them to close more deals.



The Transformation

ManpowerGroup brought in Varicent's Incentive Compensation Management (ICM) solution to make their reporting accurate and gain a holistic view of their sales compensation program.

Here are four more reasons why ManpowerGroup chose Varicent ICM:

Automate manual processes for increased reporting accuracy.

Varicent ICM automatically pulls in feeds from IT, payroll, and other areas—giving ManpowerGroup an accurate, 360° view of their sales compensation programs. Varicent also makes it easy to analyze data, understand what's happening across different brands, and share information with leadership.

Increase transparency into sales commissions.

Varicent ICM allows sales and recruiting reps to run any type of report—including payee detail statements and summaries by month. They also have total visibility into their commissions, including the calculations behind them.

Easily modify plans.

After ManpowerGroup puts a plan into the system, they aren't stuck with it forever. They can modify it at any time to drive better business results. For example, they can quickly adjust a grid for a plan group or add a new division.

Receive amazing customer support.


ManpowerGroup appreciates Varicent's responsive and helpful support. Anytime they have a question, they can reach out to their customer success manager or use Varicent's support portal. Varicent's reps always respond quickly and are happy to answer any question related to the platform or sales compensation management.

The Results

In 2008, ManpowerGroup rolled out Varicent ICM to 800+ people on the Staffing Specialist plan and saw immediate success. They've since expanded Varicent to 2,000 people across all their staffing divisions, including payrolling, industrial, training, and professional services.

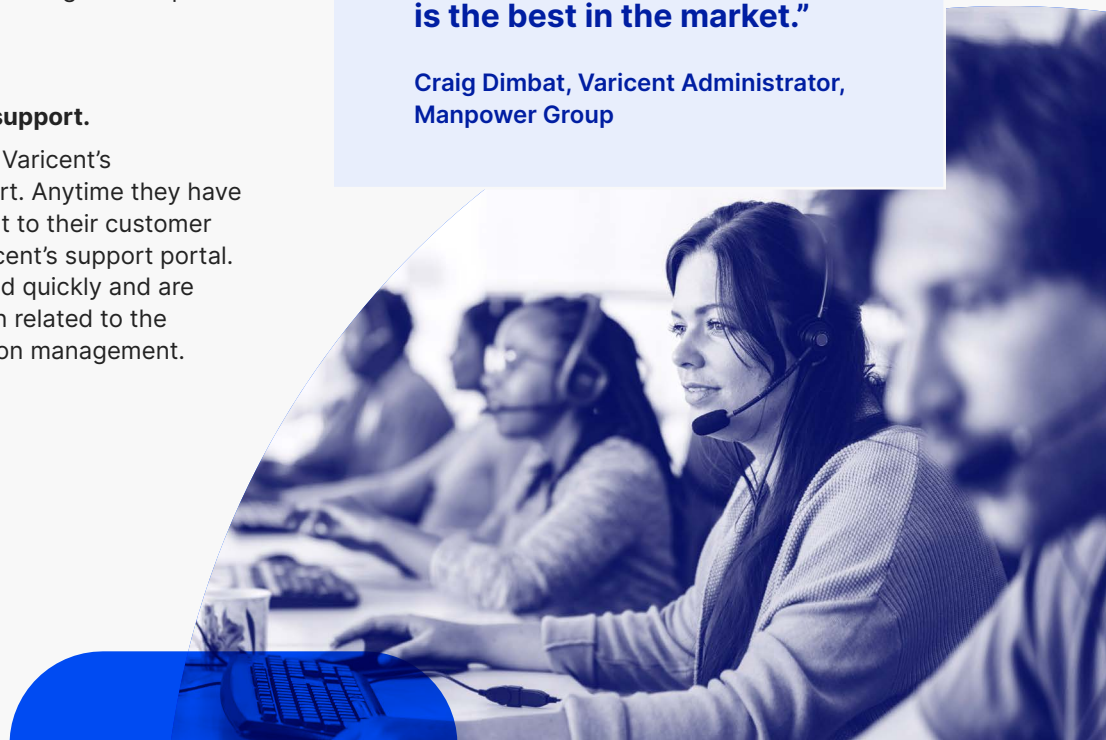
Although these divisions operate independently, Varicent brings all their data together to provide a holistic view of their sales compensation programs. ManpowerGroup can calculate commissions and do reporting across the entire company. The data also provides insights that help with financial management.

[**Learn more by contacting one of our trusted advisers.**](#)



Our sales compensation manager sees similar products at conferences and says that Varicent ICM is the best in the market."

**Craig Dimbat, Varicent Administrator,
Manpower Group**





Varicent ICM is easy to use and dramatically reduces the stress in our work.

**Craig Dimbat, Varicent Administrator,
ManpowerGroup**

Key Takeaways

Make sales compensation plans more effective.

ManpowerGroup's compensation team sets sales and recruiting targets within Varicent. Over time, they've tracked the effectiveness of these targets and refined them as needed. Their plans now work so well that they only need to make a few minor changes each year.

Plan for peaks and valleys.

In the past, divisions lacked insights into seasonal changes that impacted business. For example, they didn't understand why business peaked in November and December and fell off in January. The sales compensation team pulled data from Varicent that showed increased hiring during the holidays. With this knowledge, staffing divisions can prepare for seasonal fluctuations.

Motivate payees.

Varicent gives payees transparency into their compensation reporting and commissions. Since sales reps don't need to worry about inaccurate reports, they can focus on closing deals. The sales compensation team can also adjust plans on the fly to keep payees happy and motivated.



Varicent Incentive Compensation Management removes friction from sales compensation, enables you to adapt strategy to stay in step with the market and provides you with actionable insights to outdo past performance.

Learn more about how Varicent can help you and your teams.

Book a demo today