

CREATE A COMPENSATION PLAN

Unlock more sales for your cannabis team

Research has shown that properly constructed incentive programs can increase performance by an average of 22%, and up to as much as 44%.

SALES DIRECTOR

Responsibilities

- Set goals
- Train the sales team
- Drive sales team day-to-day
- Manage key accounts
- Communicate progress status to executive team

BASE PAY

\$95,000-\$250,000

\$150,000 median

Possible Incentives

- Tiered commission structure
- Stock options
- New store opening bonuses
- Account generation bonus
- Team goal achievement bonuses

INCENTIVES PAY

\$25,000-\$200,000

\$75,000 median

\$130,000-\$450,000 TOTAL SALARY AVERAGE **\$200,000** median

SALES REPRESENTATIVE

Responsibilities

- Prospect and qualify new sales leads
- Schedule meetings
- Develop strong, ongoing relationships with prospects and customers
- Communicate customer and prospect product pain points to appropriate departments
- Meet and/or exceed quotas set by sales director

BASE PAY

\$55,000-\$80,000 *without established relationships*

\$70,000 median

\$65,000-\$100,000 *with established relationships*

\$80,000 median

Possible Incentives

- Cash – set amount for specific goal
- Cannabis product subscription box
- Recreation gift (surfboard, skis, bike, etc.)
- Tech: smartphone, smartwatch, coffeemaker
- Fitness classes, infused cooking class
- Sales training from professional sales coach

INCENTIVES PAY

\$25,000-\$150,000

\$125,000 median

\$80,000-\$230,000 TOTAL SALARY AVERAGE **\$125,000** median

Reach out to FlowerHire's Director of Client Services for support in building your sales team. Ian Keilty ian@flowerhire.com

