



Industry
Manufacturing

Size
Enterprise

Geography
North America

Solution
Varicent ICM

About

United Rentals, Inc. is the largest equipment rental company in the world. The company has an integrated network of 1,172 rental locations in North America and 11 in Europe. The company's approximately 18,900 employees serve construction and industrial customers, utilities, municipalities, homeowners and others.

Driving positive sales behaviours with increased insight into compensation

United Rentals uses Varicent to automate manual calculations and processes so they can focus their efforts on refining compensation programs that consistently deliver the best results.

The Challenge

Motivating sales as a key to success

United Rentals' success depends on its ability to deploy the best people, equipment and solutions to support major construction, industrial and government projects.

On the front line of this effort are the company's 1,300 salespeople, who need to offer customers the right combinations of products and services to meet their specific needs.

Elizabeth Evans, Sales Compensation Manager, comments: "We wanted to find a way to encourage positive sales behaviors. One of the keys to this was compensation management – but our

salesforce had recently doubled in size as the result of a merger and calculating the commission for all of our reps was becoming a major challenge.

"As the company continued to grow, we realized we needed a more effective solution."

The Transformation

Accelerating insight into compensation

United Rentals decided to adopt Varicent Sales Performance Management (SPM) to automate all compensation calculations, manage adjustments and approvals via a set of sophisticated workflows, and cut the monthly compensation process from a week down to just two days.

Compensation calculations are now performed in near-real time, which means it is possible for reps to view their commission on each sale on a daily basis. Tight integration between the cloud-based Varicent solution and Salesforce.com means that they can log into the compensation portal with a single click.

This allows them to gain a near real-time view of how they are performing and what they need to do to hit their targets. It also provides complete transparency of how the calculations have been performed, giving them much more confidence in the results.

Meanwhile, sales managers and executives are able to analyze trends in compensation payments versus sales and assess the effectiveness of each compensation program.

Moreover, when United Rentals decides to alter the terms of a program, it can also model the projected impact of the adjustment on overall compensation and decide whether the change will deliver better results.

“Our reps love being able to view their figures in real time.”

— Elizabeth Evans, Sales Compensation Manager, United Rentals

The Results

Rapid adoption at all levels of the organization

Elizabeth Evans comments: “Our sales reps love being able to see their compensation on a daily basis. They can instantly see how their sales behavior impacts their pay, which helps them make better decisions about how to sell to customers.

“At a corporate level, we can now customize our commission programs to support specific objectives for different products, industries and geographies. This helps to engage our sellers in a more targeted way and encourage them to make sales that previously they might not even have considered.”

She concludes: “Best of all, we now have a compensation platform that will scale with our salesforce as the business grows.”

Varicent ICM offers best-of-breed scalability, flexibility and self-service capabilities, empowering organizations to use their compensation plans as a critical tool to improve their go to market strategy.

To learn more about how Varicent can help you and your teams, [book a demo today](#).