



Sales Commission Automation Guide

Regain agility by streamlining your sales commission process



Experience sales
commission automation

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Operations stuck in the spreadsheet tar pit?

While spreadsheets are suitable for calculating an individual commission plan, they scale poorly. If your organization is growing, and still manually calculating commissions, then your teams are likely getting stuck in the “spreadsheet tar pit”.

Right before payroll, they slog through the process of downloading data from one source and uploading it to another. **Data gets lost**, and **errors are made amidst the copying and pasting across multiple spreadsheets**. Incorrect payouts often cause time-consuming disputes and can ultimately lead to mistrust.

The inefficiencies of your spreadsheet-based process will only compound as your organization grows. **Outdated and inefficient, manually managing commissions limits your company’s ability to scale.**

Manual sales commissions

<p>✗ Time consuming</p> <ul style="list-style-type: none"> Fragmented data Manual corrections Unnecessary disputes 	<p>✗ Inefficient</p> <ul style="list-style-type: none"> Error-prone Duplicated logic Inflexible incentive plans 	<p>✗ Unclear</p> <ul style="list-style-type: none"> Clawbacks & corrections ill-defined Compliance issues No real-time earnings
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Liberate operations with a commission platform

Organizations still clinging to manual spreadsheet-based commission calculations deal with recurring pain points that hold their teams back. Long processing times, a lack of transparency for reps, and payout mistakes negatively impact employee satisfaction.

Free up your teams by automating the sales commission process. Imagine—**streamlined approval workflows, accurate calculations, and transparent commissions**. Your teams will then shift their focus from the minutiae of the commission process to the success of your business.

Why automate commissions?

- ✓ Gain visibility
- ✓ Make correct & timely payouts
- ✓ Save time
- ✓ Adjust plans easily

“**EqualTo transforms our old manual process into a strategic asset. With McMakler’s rapid growth, we needed a single source of truth for our sales commissions that integrated with our tech stack.**”

Felix Jahn
 Founder and CEO of McMakler



Automate your commissions with EqualTo

Ready to take your commission process from outdated to automated? Meet **EqualTo**, the no-code sales commission platform for fast-growing companies.

We actually love the flexibility of spreadsheets. Our platform utilizes the spreadsheet tech you know so you can easily create any incentive plan your business needs. **EqualTo integrates with the tools you already use and provides a single source of truth for your commission data.** We'll help you automate commission statements and corrections so that payouts are timely, transparent, and trustworthy.

Benefits of EqualTo

Save time

Commission statements and corrections are automatically calculated.

Trust your data

Data is consistent even with retrospective changes.

Provide transparency

Earnings are clear and traceable for all stakeholders.

Make plans strategic

Incentive plans can easily be adjusted to match business goals.

Scale effectively

Growth in your teams will not increase the amount of work required.

Motivate your teams

Your incentives are strengthened with real-time performance data.

“From our previous SaaS business, we know how contentious commissions can be. Automation makes commissions more transparent and fair, reducing the potential for conflict.”

Diarmuid Glynn
Co-CEO and Co-Founder of EqualTo

'Wins' for the entire organization



Sales and Revenue Operations

Reduce human error, save time, and plan better with automated commission calculations.



HR

A transparent commission process means fewer disputes and decreased employee churn.



Chief Financial Officer

Reduce administrative work and errors while ensuring compliance.



Sales Team and Managers

Boost motivation and reduce friction by giving reps full transparency on their earnings.



Chief Revenue Officer

Increase motivation with transparent commission plans and real-time performance dashboards.



IT

Enjoy a fully automated solution, leveraging the EqualTo API for integrations.



Chief Operating Officer

Gain visibility into the commission process to identify areas of improvement and growth.

About EqualTo

At EqualTo, we've done a complete rethink of how companies should manage sales commission. Our sales commission operating system offers a modern and unique approach to address the challenges that were discussed in this automation guide.

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