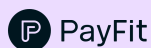
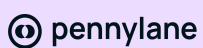




# Why did +150 Sales Ops & RevOps opt for a commission tool?



With the participation of:



# Summary

## 1

### 100% reliable commissions for total confidence from sales reps

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# Summary

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# → Introduction

Among the many challenges facing businesses, finding ways to improve the performance of their sales reps is one of the most important.

According to a study by The Bridge Group, 65% of B2B companies say that the productivity of their sales reps is their number 1 challenge.

Among the many levers available, commission stands out as one of the most effective tools for stimulating the motivation and commitment of sales reps. However, simply offering commission is not enough to guarantee success. Today, it is essential to move on from Excel or Google Sheet to a commissioning tool to exploit their full potential!

To understand this, the Qobra teams went to meet numerous Operations Departments, Sales Ops and Revenue Ops, experts involved in the design and management of commissions within prestigious companies such as CoachHub, SeLogger, Agicap, Spendesk, Payfit, Make, Pennylane, Welcome to the Jungle, and many others. Their experience and feedback gives us valuable insight into the positive impact of switching from Excel or Google Sheet to a commissioning tool for sales reps.

# 1.

**100% reliable  
commissions for  
total confidence  
from sales reps**



# A.

## Native integration with CRM for reliable data in real time

In the world of operations, data reliability is crucial. The native integration of commission tools with CRM systems offers an elegant solution to this challenge. By enabling sales reps data to be retrieved in real time, this direct connection ensures that the figures used to calculate commissions are always up-to-date and accurate.

The testimonies of Diva Fumery from Welcome to the Jungle, Aude Cadiot from Spendesk and Paul Barret from Glady underline the importance of this reliability in ensuring informed decisions and total confidence in the results.




↔ spendesk

“ We use Qobra to guarantee correct information and, above all, in real time.”

**Aude Cadiot**

Revenue Operations Lead at *Spendesk*



**Welcome to the Jungle**

“Qobra has really helped us gain confidence with the teams because they really see their results on a daily basis.”

---

**Diva Fumery**  
Head of Business Operations  
at *Welcome to the Jungle*

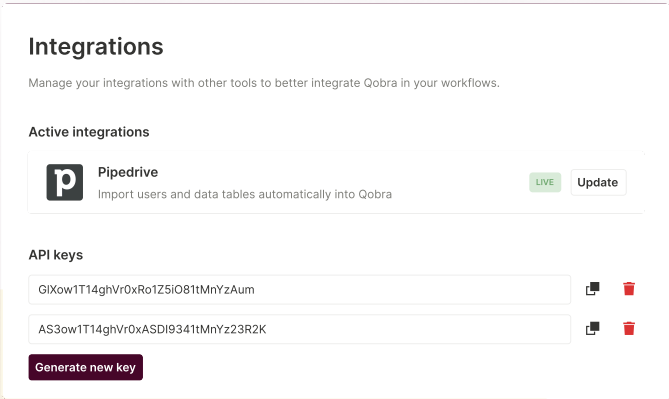


**glady**

“If they want to see this curve increase, to reach 100%, the reporting has to be done properly in the CRM. So it's a job that we used to do on a daily basis, and which has been simplified thanks to the Qobra tool.”

---

**Paul Barret**  
Sales Ops at *Glady*



Qobra integrates natively with all the following CRMs and datawarehouses: Salesforce, Hubspot, Microsoft Dynamics, Zoho, Pipedrive, Odoo, Oracle NetSuite, Google BigQuery, Snowflake, PostgreSQL and Amazon RedShift.

B.

## Automated commission calculation

FIGURES TO REMEMBER

# 71%

According to [Palette's The state of sales compensation survey](#), 71% of companies have to update spreadsheets, verify data, manage version control and perform other manual commission-related tasks.

Commission management can be time-consuming and prone to human error. Automating this process, as Qobra does, frees up valuable time for Operations, Sales Ops and RevOps Managers, as confirmed by the testimonials from Clément Bouillaud of Partoo and Corentin Vivensang of Pretto.



“The main advantage we have today is that we save time, because instead of having to calculate commissions on the one hand and then process claims on the other, today we only have to process claims, and from month to month we have less and less to do because the calculation is certified as we go along.”

**Clément Bouillaud**

Director of Operations at *Partoo*

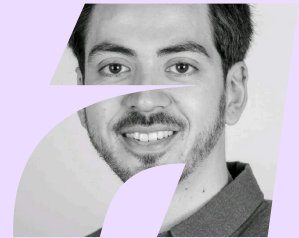




“With Qobra, we have automated our compensation plans and therefore saved 2 to 3 days a month.”

**Corentin Vivensang**  
Senior Sales Ops at *Pretto*

As Damien Gauthier from Payfit points out, by eliminating this repetitive and error-prone task, teams can concentrate on higher value-added missions.



“The first added value is the reliability and automation of commission calculations. It saves us a lot of time. Before, we used to spend 2 days a month just calculating remuneration, which is a task with little added value. Now we can focus on more interesting assignments that are important for the company's development.”

**Damien Gauthier**  
Sales Ops at *Payfit*

C.

# Automated verification of calculation formulas and variable commission plans

FIGURES TO REMEMBER

# 46,1%

According to a Qobra & Modjo study on variable pay in France, 46.1% of employees who receive variable pay have already made at least 1 error in the amount of their variable pay.

Commission management tools such as Qobra offer automated verification of calculation formulas and variable pay plans. This feature ensures that calculations are carried out accurately and in accordance with established rules. Lucas Finchelstein of Sport Heroes, Aloys de Lobkowitz of Hosman and Marion Braud of Mangopay emphasise the importance of this reliability in eliminating round-tripping and ensuring total confidence in the data.

In an environment where precision is essential, errors in commission calculations can have a significant impact on the motivation and confidence of sales reps.

 sportheroes


“Qobra enabled us to detect several errors when we compared the amounts to our Excel file, linked to manual input errors in Excel.”

**Lucas Finchelstein**

Revenue Operations at *Sport Heroes*

## hosman



“The reliability of the data, where now, we can rely on it 200%, without having to go back and forth.”

**Aloys de Lobkowicz**

Revenue Operations at *Hosman*

At Make, Tomas Hons stresses the need to motivate teams and ensure accurate commission payments, especially when a company is growing rapidly.

## mangopay



“Our CFO never questions the reliability of the figures in Qobra, he has total confidence in the tool.”

**Marion Braud**

Revenue Operations Expert at *Mangopay*

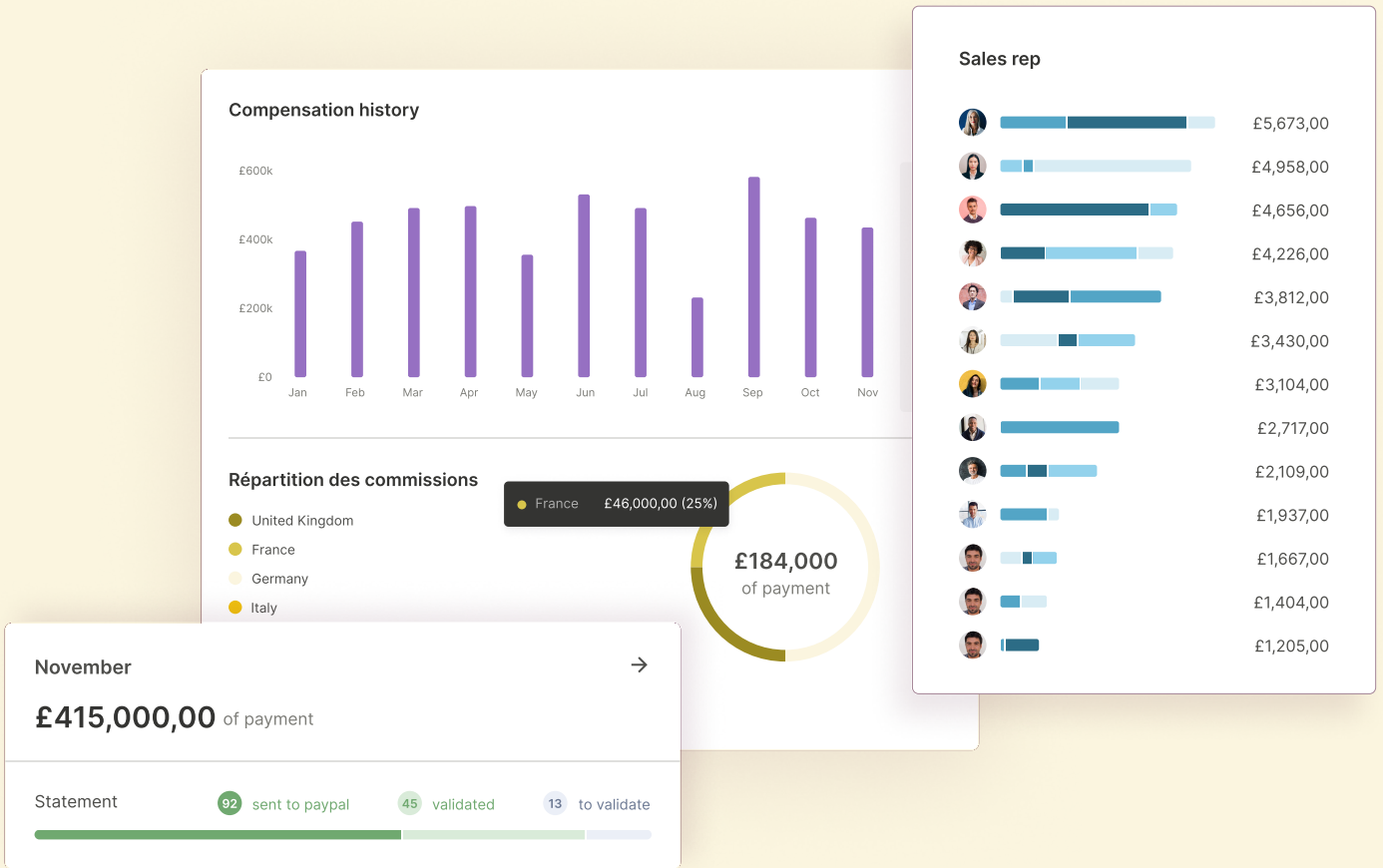
## make



“At Make, we've multiplied the workforce by 5, which is a big job. So we needed to motivate our teams and make sure we were paying them the right amount of commission.”

**Tomas Hons**

GTM Strategy & Operations Manager at *Make*



Ready to make sales challenges  
and commissions  
your number 1 sales  
performance lever?

[Discover Qobra](#)



# 2.

Save a considerable amount of time to devote to high value-added operational tasks



A.

## Quick configuration and modification of commission plans

 spendesk


“Excel was taking up an enormous amount of our time, from retrieving the various pieces of information (quotas, team changes, etc.), adjusting all these elements, updating the Excel template, having it validated by the manager and then communicating it to the teams.”

**Aude Cadiot**

Revenue Operations Lead at *Spendesk*

Configuring or **modifying a commission plan** can sometimes be a laborious and time-consuming process. Fortunately, solutions like Qobra have rethought this process. With no-code commission plan editors, this task is now within everyone's reach.

In just a few minutes, Operations Managers, Sales Ops or RevOps can define or modify commissioning rules, beneficiaries, payment frequency and much more, without having to invest hours in tedious processes.

 sportheroes


“Since switching to Qobra, we have saved 30% of our time spent on commissions.”

**Lucas Finchelstein**

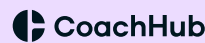
Revenue Operations at *Sport Heroes*



“Unlike Excel, where you have to make changes for each new period, while running the risk of making mistakes. With Qobra, once the commission plans have been implemented, apart from a few minor changes during the year, everything runs smoothly!”

**Marion Braud**  
Revenue Operations Expert at *Mangopay*

As Thibault Daval from CoachHub points out, it is also possible to programme actions on the various commissions plans in advance.



“Qobra also makes it possible to manage potential increases, changes in status, scopes, etc. in advance. And to programme them, which is extremely valuable.”

**Thibault Daval**  
Team Lead RevOps at *CoachHub*



“When there are new commissioning plans, we have to change the model. It doesn't happen every month, but when it does, it takes a lot of time. By rationalising over a month, I'd say we save 1 to 2 days a month on drawing up plans and checking that they're correct.”

**Maximilien Jooris**  
Head of Revenue Operations at *Agicap*

The screenshot displays the Qobra dashboard with several key components:

- Commission Plan Table:** A table with columns for 'PALIER' (0% à <, 50% à <, 80% à <, 100% à ≤) and 'COMMISSION' (0, Actuel \* 3%, Actuel \* 5%).
- Table of Invoices:** A table with columns: NAME, INVOICING FREQUENCY, CLOSE DATE, MONTH COMMITMENT, AMOUNT, and a final column for a value (e.g., 177,26 €).
- Reports and Aggregates:** A sidebar menu with options like 'Target Achievement', 'Total MRR', 'Churn rate', 'SUM of MRR', and 'SUM of Churn'.
- Integrations:** A section titled 'Integrations' with 'Active integrations' including 'Pipedrive' (Import users and data tables automatically into Qobra).

# B.

## Centralisation of commission-related information

Centralising commission information is a key factor in saving time in sales reps. Didomi's Florian Ganster and Make's Tomas Hons talk about the importance of centralising commission information so that it can be managed efficiently with just a few clicks.



**DIDOMI**

“ In adopting Qobra, the idea was to centralise all the sales reps' commission plans.”

**Florian Ganster**  
Sales Ops at *Didomi*



**/// make**

“ Before Qobra, we had to select data from Salesforce by hand, create dashboards, check all the elements, etc.”

**Tomas Hons**  
GTM Strategy & Operations Manager  
at *Make*



## C.

# Scalability of commission plans

In a constantly changing sales rep environment, the scalability of **commission plans** is essential. The testimonies of Tomas Hons from Make and Jean-Louis Baffier from Nextlane highlight the importance of this flexibility in adapting to changes in the market and the company.




“With Qobra, we finally have the ability to scale our commissioning plans while implementing central governance with Sales Ops.”

**Jean-Louis Baffier**  
CRO at *Nextlane*




“We have sales engineers, account managers, sales reps, everyone has slightly different plans but connected to each other. With Qobra, we can have different models that we reuse for the same jobs, while being able to adjust a few small variables.”

**Tomas Hons**  
GTM Strategy & Operations Manager  
at *Make*

GENERAL

- Dashboard
- Discussions
- Statements
- Reporting
- Adjustments analysis
- Commission letters

CONFIGURATION

- Compensation plans
- Quotas
- Users
- Data tables

Notifications

Import data  
Last update 3 days ago

**Alexia Ledoux**

Welcome to the Jungle

## Compensation plans

Search...
Add a section + Add a plan

:: US Sales February 2023 <span style="background-color: #c8e6c9; padding: 2px 5px;">1 LIVE</span> <span style="background-color: #ffcdd2; padding: 2px 5px;">2 DRAFT</span>	<span style="background-color: #9c27b0; color: white; padding: 2px 5px;">AI AI AI AI +2</span> ...
:: Europe Sales February 2023 <span style="background-color: #c8e6c9; padding: 2px 5px;">1 LIVE</span>	<span style="background-color: #9c27b0; color: white; padding: 2px 5px;">AI AI AI AI +2</span> ...
:: Australie & New Zealand Sales February 2023 <span style="background-color: #c8e6c9; padding: 2px 5px;">1 LIVE</span>	<span style="background-color: #9c27b0; color: white; padding: 2px 5px;">AI AI AI AI +2</span> ...
▶ Account Executive FR <span style="background-color: #e0e0e0; padding: 2px 5px;">X PLANS</span>	
▶ Account Executive US <span style="background-color: #e0e0e0; padding: 2px 5px;">X PLANS</span>	
▼ Special Sales Ops <span style="background-color: #e0e0e0; padding: 2px 5px;">X PLANS</span> <span style="float: right;">+ ...</span>	
:: Plan AE <span style="background-color: #ffcdd2; padding: 2px 5px;">2 DRAFT</span>	<span style="background-color: #9c27b0; color: white; padding: 2px 5px;">AI AI AI AI +2</span> ...
:: Plan Challenge special <span style="background-color: #ffcdd2; padding: 2px 5px;">2 DRAFT</span>	<span style="background-color: #9c27b0; color: white; padding: 2px 5px;">AI AI AI AI +2</span> ...
:: Christmas Plan <span style="background-color: #c8e6c9; padding: 2px 5px;">1 LIVE</span> <span style="background-color: #ffcdd2; padding: 2px 5px;">2 DRAFT</span>	<span style="background-color: #9c27b0; color: white; padding: 2px 5px;">AI AI AI AI +2</span> ...
:: 2023 and Beyond <span style="background-color: #c8e6c9; padding: 2px 5px;">1 LIVE</span> <span style="background-color: #ffcdd2; padding: 2px 5px;">2 DRAFT</span>	<span style="background-color: #9c27b0; color: white; padding: 2px 5px;">AI AI AI AI +2</span> ...
▶ Europe <span style="background-color: #e0e0e0; padding: 2px 5px;">X PLANS</span>	
▶ SDR <span style="background-color: #e0e0e0; padding: 2px 5px;">X PLANS</span>	

# D.

## Simplification of the commission closure process

Simplifying the commission closing process is another crucial aspect of saving time, avoiding back-and-forth between stakeholders (Sales, Finance, HR, etc.) and costly errors. Qobra automates this process by offering simple and rapid validation of amounts by the appropriate managers, thereby reducing the time needed to validate and process commissions, as Marion Braud from Mangopay, Damien Robert from Zenchef, Diva Fumery from Welcome to the Jungle and Thomas Mesnil from Pennylane all testify.



**mangopay**

At Mangopay, we have less than 10 days between each period to validate commissions. Without Qobra, this timeframe would be untenable, as we'd have to produce an Excel spreadsheet for each person and send them individually to managers, finance, etc. With Qobra's validation system for each stakeholder (Sales, Manager, Finance, etc.), it's hyper-efficient. With Qobra's validation system for each stakeholder (Sales, Manager, Finance, etc.), it's quick and easy, with all the information in one place. You just click to validate. There's also traceability of who validates when, which is very useful during an internal or external audit!"

**Marion Braud**

Revenue Operations Expert at *Mangopay*



*zenchef*

“The key moment when we save precious time is the closing of commissions. Before, we had to extract several Excel files, data from our CRM, from our invoicing software, etc. Now we can cross-reference these data sources in a single document. Cross-reference these data sources in a single document. Now Qobra aggregates all the data, and in theory all you have to do is press a single button to lock in all the commissions and send them to payroll. It only takes a few seconds!”

---

**Damien Robert**

Revenue Operations Manager at *Zenchef*




**Welcome  
to the Jungle**


“Finally, the only thing left for me to do today is to validate the commissions at the end of the quarter with just one click.”

---

**Diva Fumery**

Head of Business Operations at *Welcome to the Jungle*




 pennylane


**📌** Today, with Qobra, bonus closing time has been cut from 3 days to half a day!"




---

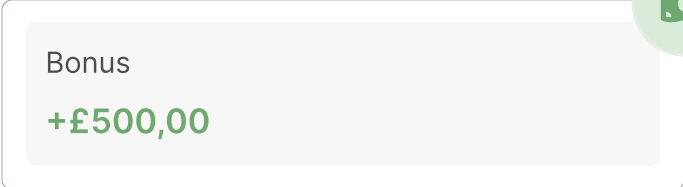
**Thomas Mesnil**  
Sales Operations at *PennyLane*



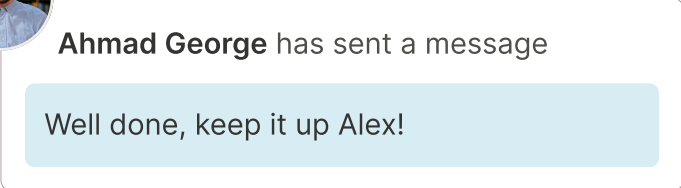
### Activities ▾


-  **Victor Tourneur** has added a manual payment.  
18 hours ago  

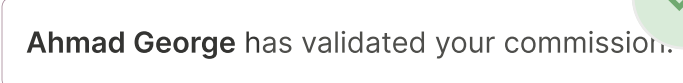
Quality bonus  
**£500,00**
-  **Victor Tourneur** has locked the commission statement.  
3 hours ago
-  **Blandine Naudé** validated the commission statement.  
2 hours ago
-  **Estelle Bissonnette** sent in pay.  
32 minutes ago



Bonus  
**+£500,00**



 **Ahmad George** has sent a message  
Well done, keep it up Alex!



**Ahmad George** has validated your commission.

# E.

## Access to commission experts

Access to commissioning experts is a key factor in ensuring a smooth transition to new tools and ongoing support. The testimonials from Clément Bouillaud of Partoo and Thomas Mesnil of Pennylane highlight the importance of responsive customer support and an effective onboarding process in ensuring the successful implementation of a commissioning tool.

@ pennylane



“ The adoption of this new tool by our sales staff is our top priority, so they also needed to have a good experience of the transition, as it obviously impacts on their day-to-day work. And that's where the Qobra teams came in. We had an onboarding session on site, at our premises, which was very pleasant and above all very productive.”

**Thomas Mesnil**

Sales Operations at *Pennylane*



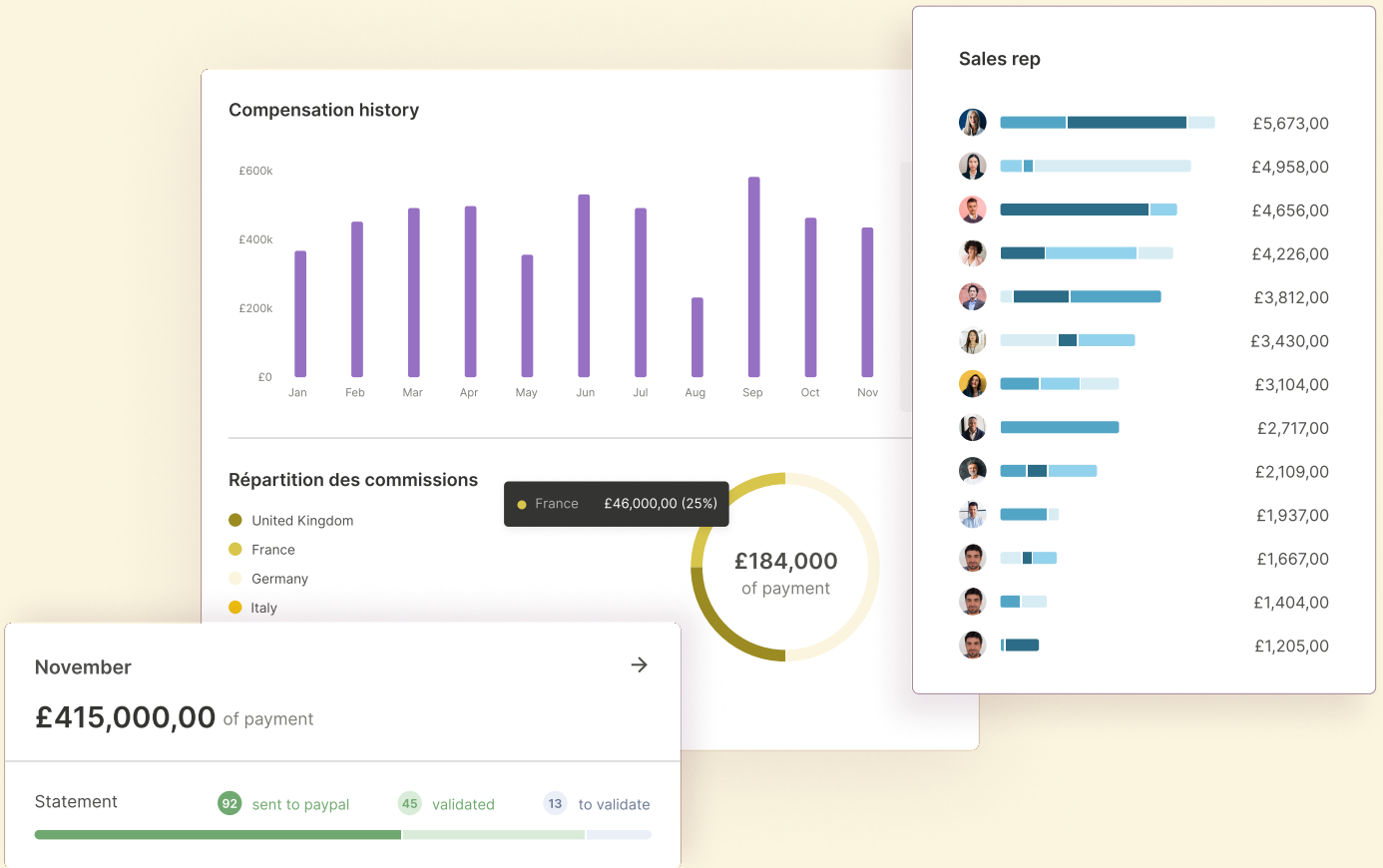
“ At Qobra we have great customer service, in that we can access support directly from Slack, which means we don't have to change environments when we have a question.”

**Clément Bouillaud**

Director of Operations at *Partoo*



*Nicolas Roussel (Lead Customer Onboarding) and Maika Bacho (Lead Customer Success)*



Ready to make sales challenges  
and commissions  
your number 1 sales  
performance lever?

[Discover Qobra](#)





# 3.

**Free up sales reps' time so that they can devote 100% to the business**



# A.

## Access to commission data

Commission management tools such as Qobra give sales reps easy, real-time access to their commission data. This increased transparency provides a clear view of their remuneration, boosting their confidence in the process, as Damien Robert from Zenchef, Clément Bouillaud from Partoo and Damien Gauthier from Payfit point out.



*zenchef*

“ Unlike an Excel file, when we wanted to find information about a sale, we had to do a lot of searching. With Qobra, all the sales reps have to do is find the sale, mention their manager, and they can then independently retrieve all the information relating to the sale. So it's very easy to deal with the slightest request, and it avoids discussions and back and forth, they have all the data, it's very factual.”

**Damien Robert**

Revenue Operations Manager at *Zenchef*

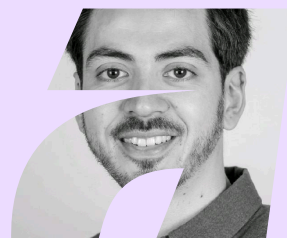


“ Qobra allows us to track our sales better over time, to avoid accumulating historical errors and to ensure that each Salesperson can see the commission they earned 3 months before, the month before, and to have visibility over everything.”

---

**Clément Bouillaud**

Director of Operations at *Partoo*



“ With Qobra, everything is transparent and the audit trail is super clear. Sales reps are much less focused on checking their commissions because they can read them directly from Qobra. This saves them a lot of time at the end of the quarter, when they need to be focused on their objectives.”

---

**Damien Gauthier**

Sales Ops at *Payfit*

# B.

## Independent checking and validation of commissions

FIGURES TO REMEMBER

# 28%

According to [Salesforce State of Sales](#), sales reps spend only 28% of their week on sales, the rest on essential but tedious tasks such as data entry, data verification and commission.

Thanks to the transparency offered by Qobra, sales reps can check and validate their commissions completely independently. This autonomy significantly reduces the time spent recalculating commissions, as confirmed by Paul Barret from Glady and Maximilien Jooris from Agicap.

 glady



“ Before, sales reps didn't have real-time visibility of their variable, so they each had their own little Google Sheets to calculate their variable, so they lost a bit of that business focus throughout the year.”

**Paul Barret**  
Sales Ops at Glady



“With Qobra, every sales rep can check their commission statement at the end of the month and make sure they're getting what they're owed. Each manager can also check the sales reps' commission statements and make sure they're getting what we owe them.”

---

**Maximilien Jooris**

Head of Revenue Operations at *Agicap*

For a company of 50 sales reps, this represents a **considerable time saving** of around 4 hours per month per sales rep, or around 2,400 extra hours per year that can be devoted to productive sales activities!

## C.

# Drastic reduction in complaints and queries

Commissioning tools such as Qobra help to reduce commission calculation errors, eliminating the need to manage complaints and questions from sales reps. This reduction in frustration and questions is a major advantage, as explained by Marion Braud from Mangopay, Raphaël Boukris from Didomi and Mathieu Parin from Payfit.



## DIDOMI

“I used to have a lot of questions, but since Qobra, we hardly have any questions at all as we check with Sales Ops that the plans are correctly implemented at the start of the quarter.”

### Raphaël Boukris

Chief Revenue Officer at *Didomi*



## MANGOPAY

“Where I save time is at the end of the period, when I validate commissions. Firstly, with real-time visibility throughout the period, sales reps can come and see me if they need to make any changes. This avoids having to go back and forth at the last minute at the end of the period.”

### Marion Braud

Revenue Operations Expert at *Mangopay*

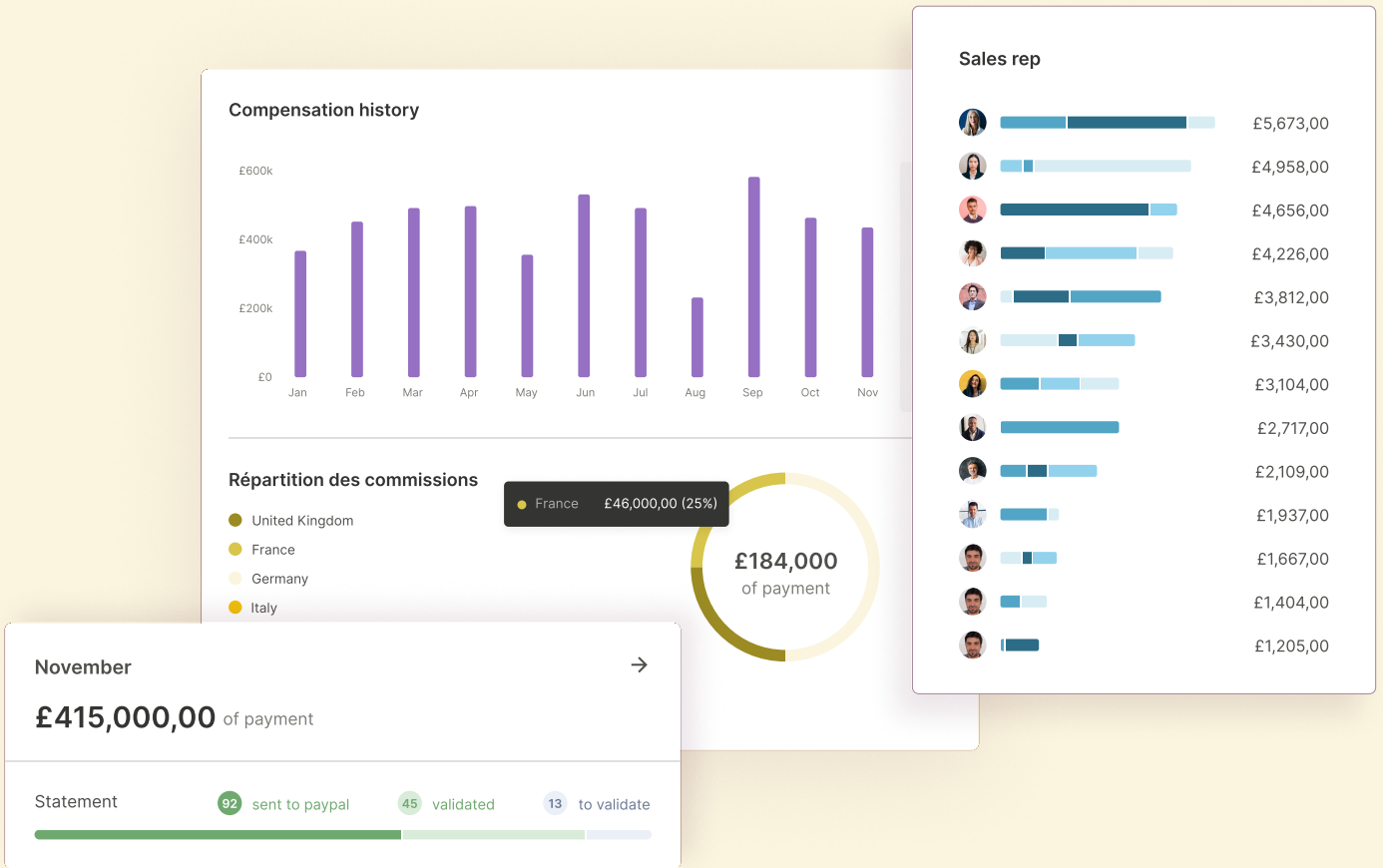


 PayFit

“Before, we had a lot of questions every time we did a payroll, about incorrect amounts for example. Now, with the transparency and information we provide on Qobra, we've eliminated most complaints.”

**Mathieu Parin**

Global Sales Ops Director at *Payfit*



Ready to make sales challenges  
and commissions  
your number 1 sales  
performance lever?

[Discover Qobra](#)





# 4.

**Make commission  
the 1st sales rep  
performance driver**



# A.

## Better understanding of the commission plan by sales reps

FIGURES TO REMEMBER

# 77%

According to a Quotapath and Global Surveyz survey, 77% of commission managers say that their sales reps find it difficult to understand their remuneration plans.

The clarity and transparency of **commission tools** such as Qobra make it easy for sales reps to understand the mechanisms behind their variable pay. This increased understanding motivates sales reps to align their actions with the company's objectives. As Damien Robert from Zenchef, Lucas Finchelstein from Sport Heroes and Thibault Daval from CoachHub explain.





*zenchef*

“In the past, our sales staff wasted no time recalculating their commissions because the commission plan was too complex. Today, if they want to check one of their commissions, they can easily find all the information they need to better understand the amount of their commissions. Ultimately, we save time because once they've understood how it works, it's the same for the rest of the time.”



**Damien Robert**

Revenue Operations Manager at *Zenchef*

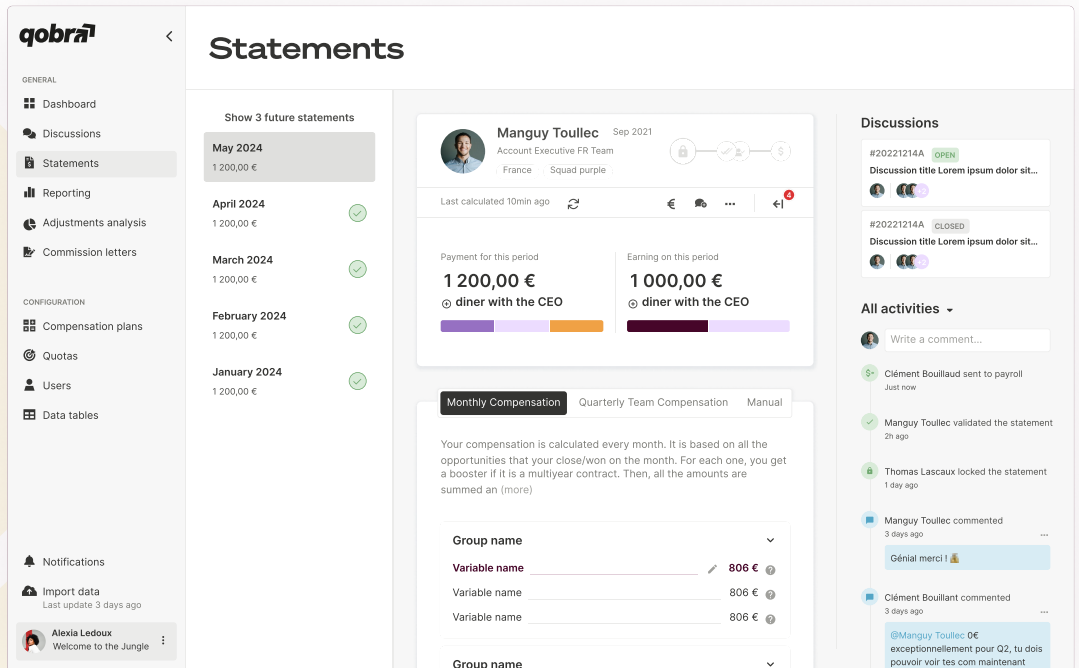
**Over time, as we've grown, our commission plan has become more complex and Qobra makes it easy to translate this back to sales reps."**

**Thibault Daval**  
Team Lead RevOps at *CoachHub*

**The teams have a better understanding of the amounts they receive. Today, they're more comfortable asking questions and keeping track of their commissions."**

**Lucas Finchelstein**  
Revenue Operations at *Sport Heroes*



The screenshot shows the 'Statements' page in the Qobra application. On the left is a navigation sidebar with sections for 'GENERAL' (Dashboard, Discussions, Statements, Reporting, Adjustments analysis, Commission letters) and 'CONFIGURATION' (Compensation plans, Quotas, Users, Data tables). The main content area is titled 'Statements' and features a table of future statements for May 2024, April 2024, March 2024, February 2024, and January 2024, each with a value of 1 200,00 € and a green status indicator. Below the table is a detailed view for 'Manguy Toullec' (Account Executive FR Team, France, Squad purple) showing 'Payment for this period' of 1 200,00 € and 'Earning on this period' of 1 000,00 €, both for 'diner with the CEO'. A 'Monthly Compensation' section explains that compensation is calculated monthly based on opportunities. On the right, there are sections for 'Discussions' (with open and closed threads) and 'All activities' (listing recent actions like 'sent to payroll' and 'validated the statement').

# B.

## Real-time visibility for sales reps on their commissions

FIGURES TO REMEMBER

# 32%

According to Palette's study The state of sales compensation, 32% of sales reps have real-time visibility of their commissions and know exactly how much they will earn after a deal.

Real-time visibility of their commissions provides sales reps with additional motivation to meet and exceed their targets, as it enables them to see the impact of their actions on their remuneration. This transparency strengthens their commitment on a daily basis and enables them to track their progress dynamically. This increased transparency is a powerful motivator. As Aude Cadiot from Spendesk, Thibault Daval from CoachHub and Tomas Hons from Make.


↔ spendesk



“ Qobra has really helped us to gain the confidence of our teams, because they can really see their results on a daily basis. They have very clear visibility of the details of the calculations based on the Dashboards, but also of where they are with their accelerators, for example.”

**Aude Cadiot**

Revenue Operations Lead at Spendesk




**CoachHub**

“ In Qobra, sales reps benefit from a function that allows them to see their target achievement and commission before and after a sale. This is an extremely valuable motivational tool.”

---

**Thibault Daval**  
Team Lead RevOps at *CoachHub*

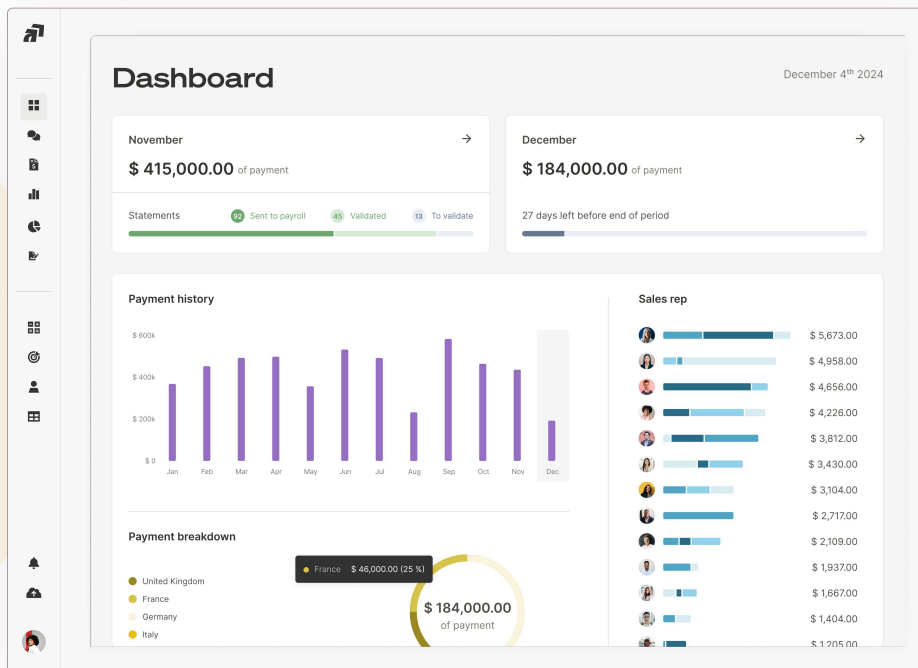


**make**

“ Since we've had Qobra, we've seen between 15 and 20% progress on achieving our targets.”

---

**Tomas Hons**  
GTM Strategy & Operations Manager at *Make*



# C.

## SPIFF sales reps: a further lever for commitment

**SPIFF sales reps** are tried and tested tools for boosting the motivation and performance of sales teams. Integrated with commissioning tools, these SPIFF challenges become even more effective by enabling sales reps to monitor in real time where they stand in relation to the targets set and the performance of their colleagues.

This feature, praised by many Qobra customers, helps to create a dynamic and competitive working environment, conducive to achieving sales targets.

Promoting the commission plan with SPIFF sales reps is an effective way of creating commitment and strengthening cohesion within sales teams. These stimulating challenges offer opportunities to work together and challenge oneself, reinforcing the sales reps' sense of belonging to the company.



**SeLoger**

“Qobra's challenge function allows sales reps to challenge each other, which creates emulation. It's a real motivator!”

**Quentin Bourdeix**

Sales Ops Manager at *SeLoger*

**SeLogger**

“Each sales rep can see their performance, where they rank in relation to their colleagues or even the sales they've made that count towards the challenge.”

**Théo Manachem**  
Sales Ops at *SeLogger*

**Biggest contract of the month**

Reward  
**Gourmet dinner (for two)**

**Éric Haillet** Dec 2024  
Key account sales reps

Payment for this period  
**£1,200,00**

Monthly commission    Quarterly team bonus    Manual

Monthly

**Monthly commission** £1,950,00  
Target 110%  
Total MMR £143,000,00  
Monthly target £130,000,00  
Nominal £1,600,00

**Monthly sales**    Pipeline

Search...

OPPORTUNITY	REVENUE	INDUSTRY	SALE DATE
OptimEngagement	£2,100,00	Production	2024-10-09
Star Square	£4,600,00	Education	2024-10-10
The Wonder Collective	£3,000,00	Production	2024-04-09
The Hive	£3,400,00	Education	2024-08-23

**Ranking**

- £158,000,00
- £133,500,00
- £101,050,00
- £56,760,00

# D.

## Lead the commission plan

In addition to calculating and managing commission plans, a tool such as Qobra offers companies the possibility of dynamically animating their plans through interactive and personalised communication. Sales reps are regularly informed of changes in their commissions, their ranking in relation to their colleagues and current SPIFFs.

The image shows a user interface for a commission management tool. On the left, a notification card is displayed with the text: "[Name], there is news in your compensation!". Below this, a table lists commission details:

Individual - Monthly commission	£1,245,00
Team - Commission	£845,00
Challenge August	£1,245,00 #4

Below the table is a video player showing a man with a mustache saying "I'm really proud of you." with a "Qobra" logo in the bottom left corner. A button labeled "Open in Qobra" is positioned below the video.

On the right, a notification bubble reads: "Your commission has just evolved!" followed by "Your monthly commission has reached... £3,570,00" and "1 hour ago". Below this, another notification shows a comment from "Adison D." stating "Adison D. commented on your commission statement." with "6 hours ago".



# E.

## Attractive UX/UI: A key factor in adoption

Unlike traditional solutions such as Excel or Google Sheet, commissioning tools such as Qobra offer an intuitive and attractive user interface. This user-friendliness makes it easier for sales reps to adopt the tool and encourages their commitment to the company's objectives.



With a fluid and pleasant user experience, these tools arouse the interest and commitment of users, which translates into a high adoption rate. For example, Qobra is one of the commission tools with the highest adoption rate on the market, with an average of 3 out of 4 sales reps logging on to the platform several times a month. For some companies, the connection rate is even 100%!



“The main reason we chose Qobra was the clarity and design of the platform. It's very easy to use and has a very clean design, which means that commission plans are easy for sales reps to understand.”

**Corentin Vivensang**

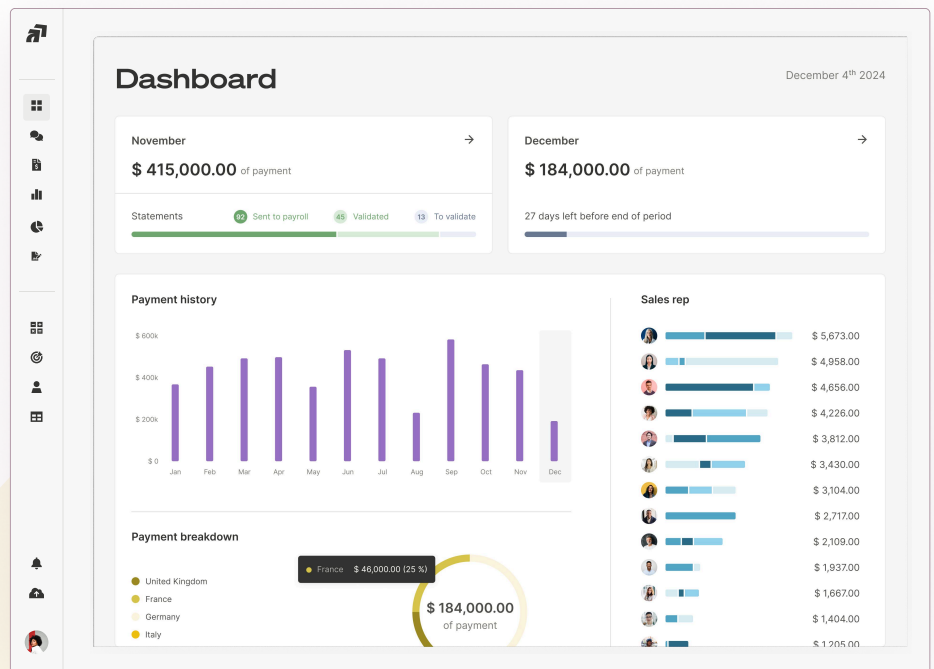
Senior Sales Ops at Pretto

**|||** The UX of the challenge functionality is really top notch!"

---

**Théo Manachem**  
Sales Ops at *SeLoger*



# F.

## Build effective commission plans

### FIGURES TO REMEMBER

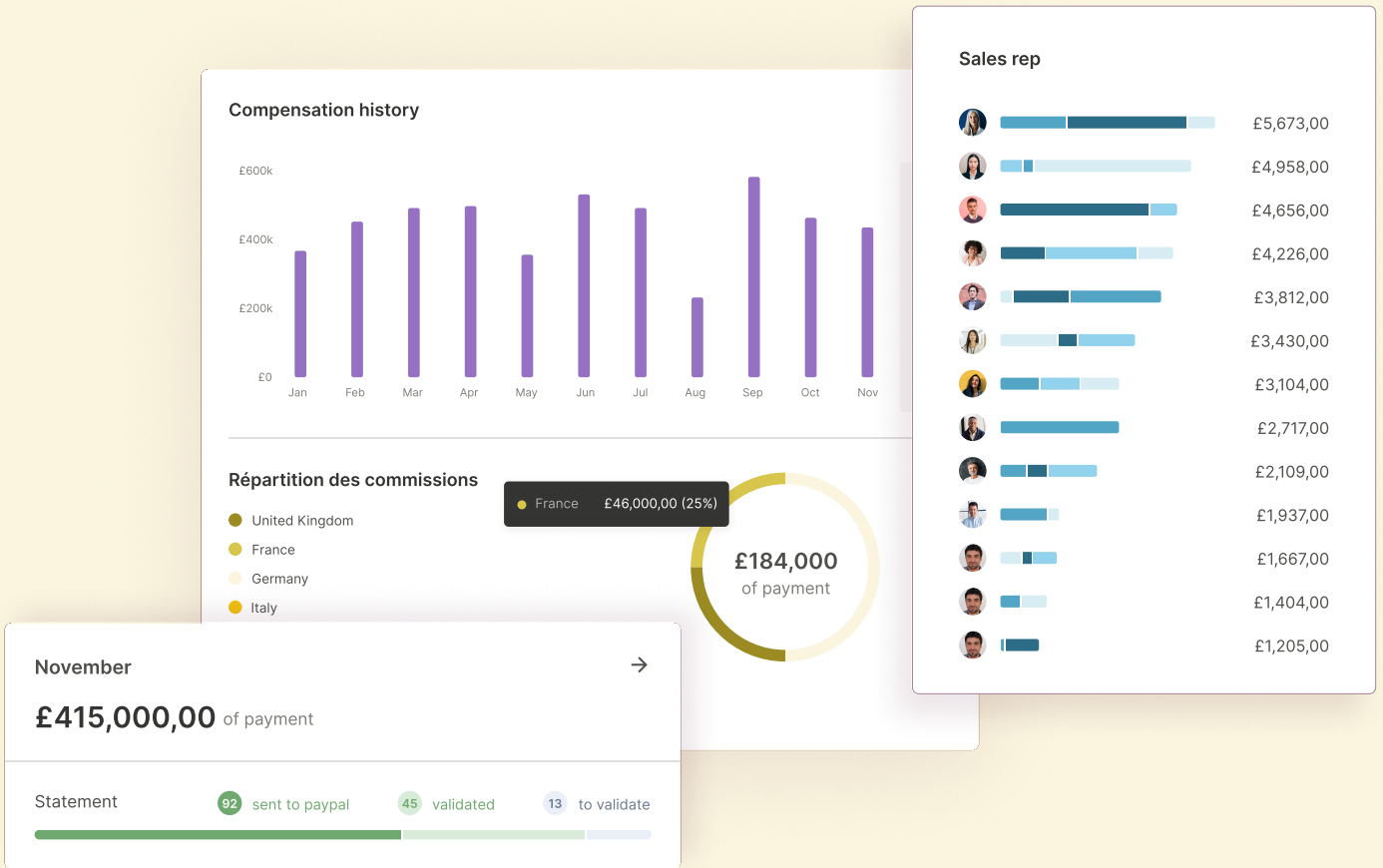
# 61,9%

According to a study by Qobra & Modjo on variable remuneration in France, 61.9% of employees using commission calculation and management software exceeded their targets, compared with only 30.1% of those using Excel or Google Sheets.

Qobra, an advanced commission tool, offers much more than automated commission calculations. It enables companies to build high-performance remuneration plans based on in-depth data analysis.

By examining past performance, market trends and strategic objectives, Qobra defines optimal compensation structures to motivate sales reps to exceed their targets.

By identifying the most effective motivators for each team, Qobra customises commission plans, maximising sales rep engagement and overall business performance.



Ready to make sales challenges  
and commissions  
your number 1 sales  
performance lever?

[Discover Qobra](#)



# 5.

**Align the  
Operations team  
with the Sales,  
Finance and HR  
teams**



# A.

## Centralise exchanges to improve understanding and management

Some tools on the market, such as Qobra, offer users a feedback system that is directly integrated into the commissions, enabling them to quickly identify those responsible for any errors and to resolve problems in just a few minutes.

This feature enhances transparency and communication among stakeholders, while reducing the time needed to resolve commission-related issues. In addition, this integrated feedback system enables operations, sales reps and finance teams to **communicate easily and at any time on commission-related topics**, promoting better collaboration and more efficient problem resolution.

**mangopay**



“The platform's "Discussions" function is very useful to us. It makes it possible to find all the discussions around a commission in complete transparency, which is very practical when there are several stakeholders. It makes for more dynamic discussions, better collaboration and saves time.”

**Marion Braud**

Revenue Operations Expert at *Mangopay*




**glady**

“ Coordination between the sales team, managers and finance, and of course the Sales Ops team, is a lot easier with the feedback system, the exchange system directly on the Qobra tool, which saves us a lot of time at the end and closing of bonuses.”

---

**Paul Barret**  
Sales Ops at *Glady*

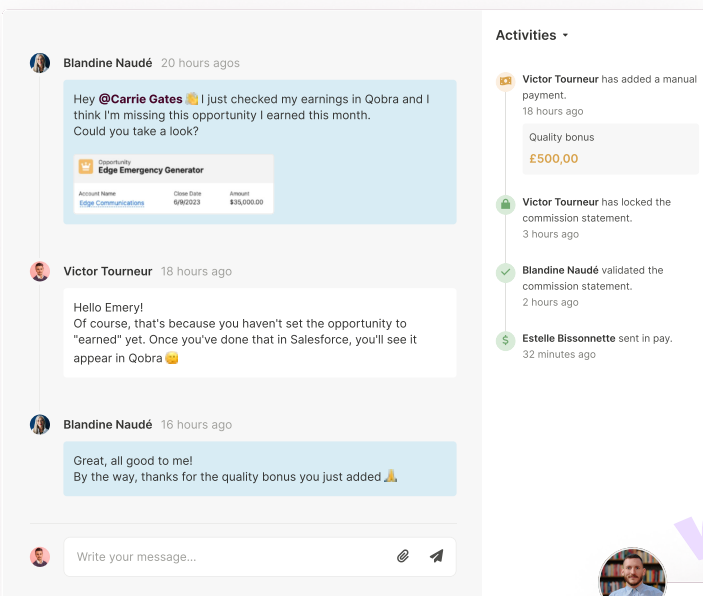


**PayFit**

“ Qobra has enabled us to automate the processes around variable commissions, calculation, payroll, the finance side with forecasts, and so on. So we have all the players in the chain aligned around the process and Qobra.”

---

**Mathieu Parin**  
Global Sales Ops Director at *Payfit*



**Activities -**

- Victor Tourneur has added a manual payment. 18 hours ago  
Quality bonus  
**£500,00**
- Victor Tourneur has locked the commission statement. 3 hours ago
- Blandine Naudé validated the commission statement. 2 hours ago
- Estelle Bissonnette sent in pay. 32 minutes ago

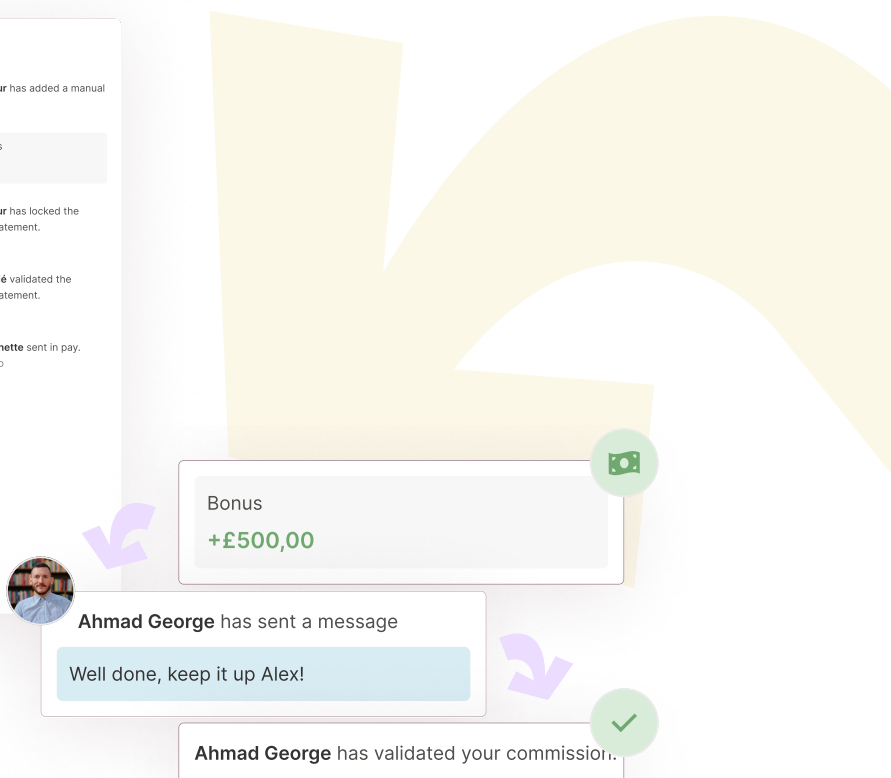
**Chat:**

**Blandine Naudé** 20 hours ago  
Hey @Carrie Gates 🙌 I just checked my earnings in Qobra and I think I'm missing this opportunity I earned this month. Could you take a look?

**Victor Tourneur** 18 hours ago  
Hello Emery!  
Of course, that's because you haven't set the opportunity to "earned" yet. Once you've done that in Salesforce, you'll see it appear in Qobra 🙌

**Blandine Naudé** 16 hours ago  
Great, all good to me!  
By the way, thanks for the quality bonus you just added 🙌

Write your message...



**Bonus**  
**+£500,00**

**Ahmad George** has sent a message  
Well done, keep it up Alex!

**Ahmad George** has validated your commission...

# B.

## Total transparency of information to improve collaboration

The visibility and transparency offered by a tool like Qobra enables operations, sales reps and finance teams to find and distribute commission-related information with ease.

This accessibility reduces potential conflicts and back-and-forth between different teams, promoting harmonious and effective collaboration. By aligning objectives and processes between the various stakeholders, Qobra helps to strengthen the cohesion and overall performance of the company.



 PayFit

“A tool that enables Sales, Sales Ops, HR, etc. to be aligned. Something that an Excel file doesn't allow. Qobra has enabled us to process commissions with HR and Finance.”

**Mathieu Parin**

Global Sales Ops Director at *Payfit*



**mangopay**

“ Like the sales rep team, our finance and HR teams were asking for visibility over each period on the topic of commission. With Qobra, they can see at any time the commissions for each team, each individual, and the details of the amount of commission. Previously, with Excel, this was only possible at the end of the period, once the commissions had been processed.”

---

**Marion Braud**Revenue Operations Expert at *Mangopay***zenchef**

“ It really becomes game changer for the Finance teams because they can analyse commissions and determine whether we're paying our sales reps too much or too little and better optimise that cost, and the budget overall.”

---

**Damien Robert**Revenue Operations Manager at *Zenchef*

## C.

# Full visibility of the commission process

From the retrieval of sales rep data to the payment of commission, all the teams involved benefit from total visibility of the commissioning process. This transparency enables the operations, sales rep, HR and finance teams to follow every stage of the process, from recognition to final remuneration. As Hosman's Aloys de Lobkowicz and Payfit's Damien Gauthier point out.

## hosman

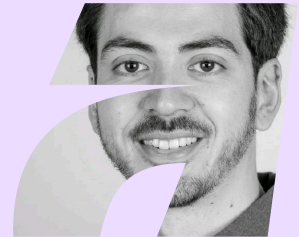


“Validation workflows, which are things we've never done in Excel, and which we can now do.”

### Aloys de Lobkowicz

Revenue Operations at *Hosman*

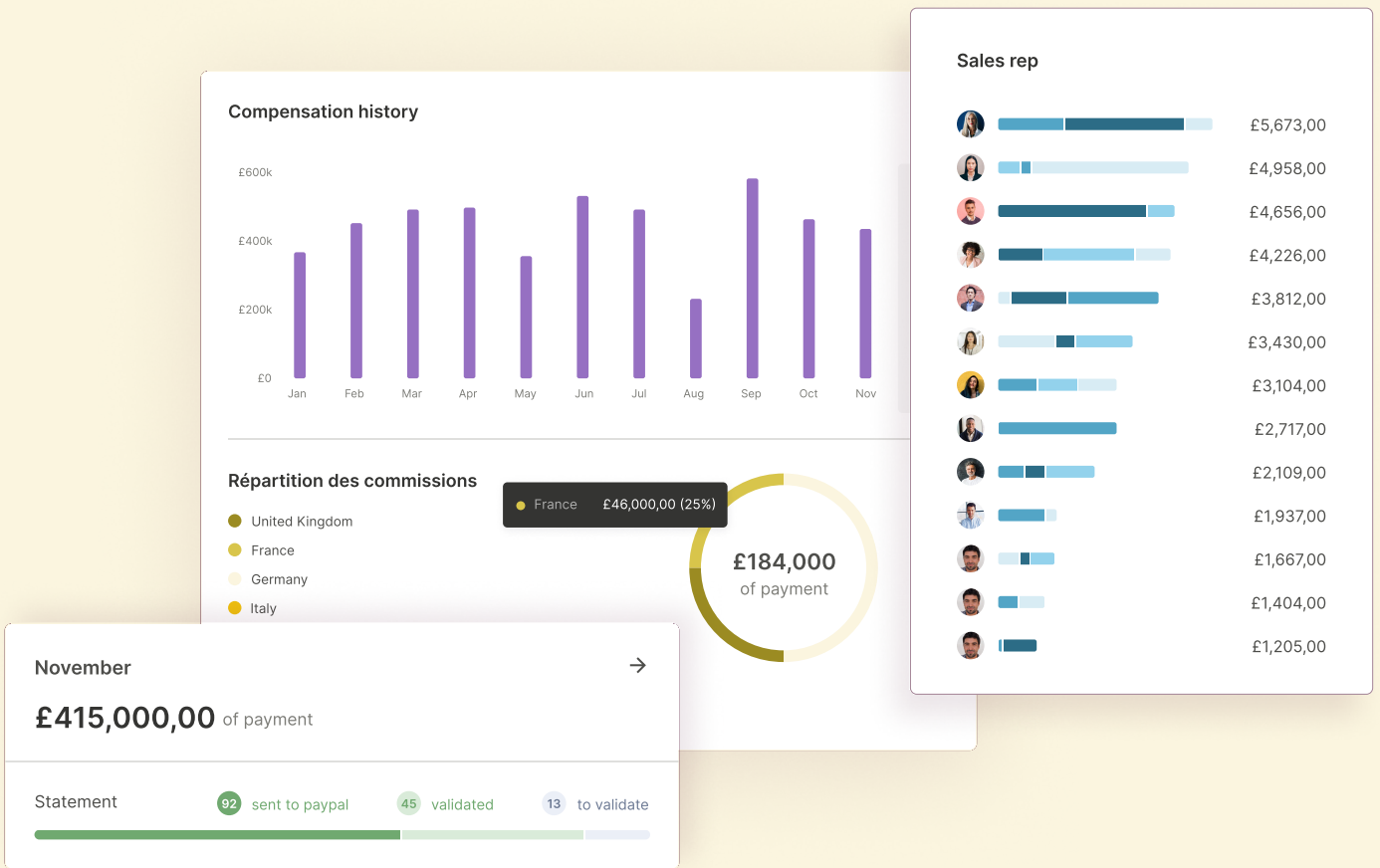
## PayFit



“For the production of analyses, the fact that we have a source of data that we can export, on which Finance can validate the commissions, allows us to put everyone on the same level when it comes to the data.”

### Damien Gauthier

Sales Ops at *Payfit*



Ready to make sales challenges  
and commissions  
your number 1 sales  
performance lever?

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# → The end word

**There's no denying that commission plays a crucial role in motivating sales reps and boosting their performance. However, to exploit their full potential, it is imperative to invest in a modern and effective commissioning tool.**

The testimonials of over 150 Sales Ops and Revenue Ops who have adopted Qobra show us that these tools offer much more than just automated commission calculations. They provide real-time visibility, ease of configuration and unrivalled reliability, allowing companies to concentrate fully on their core business.

By adopting the right commission tools, companies can not only boost the performance of their sales reps, but also create a climate of trust, helping to retain the best talent. What's more, by aligning operations teams with sales and finance teams through greater transparency, these tools play an essential role in achieving the company's strategic objectives.

So, whether you're looking to optimise the motivation of your sales team, save time so that you can focus fully on your business, or boost confidence within your organisation, investing in a modern commissioning tool is a wise choice, backed up by tangible feedback and proven expertise in the field.

# → Acknowledgements qobra

The Qobra teams would like to extend their warmest thanks to everyone who contributed to this white paper on commissioning tools: Diva Fumery, Paul Barret, Théo Manachem, Aude Cadiot, Mathieu Parin, Aloys de Lobkowicz, Tomas Hons, Clément Bouillaud, Corentin Vivensang, Damien Gauthier, Maximilien Jooris, Thibault Daval, Florian Ganster, Jean-Louis Baffier, Martin Dambrine, Thomas Mesnil, Raphaël Boukris, Manuelle Douroux, Quentin Bourdeix, Damien Robert, Lucas Finchelstein and Marion Braud.

By taking the time to answer the interviews conducted by Qobra, our Sales Ops and Revenue Ops customers are able to provide all their peers with a list of the real benefits of implementing a commissioning tool for their sales reps, and more broadly for their company.



# Find out more

## 5 benefits of abandoning Excel to calculate **commissions**

Find out why companies are switching from Excel to commission management software, and the benefits they are reaping!

qobrá

[Read the article](#)

## **Commissioning tool:** Excel vs. in-house solution vs. software

Compare the functionalities of the different commissioning solutions (Excel, in-house solution and specialised software) to find the best option for your company.

qobrá

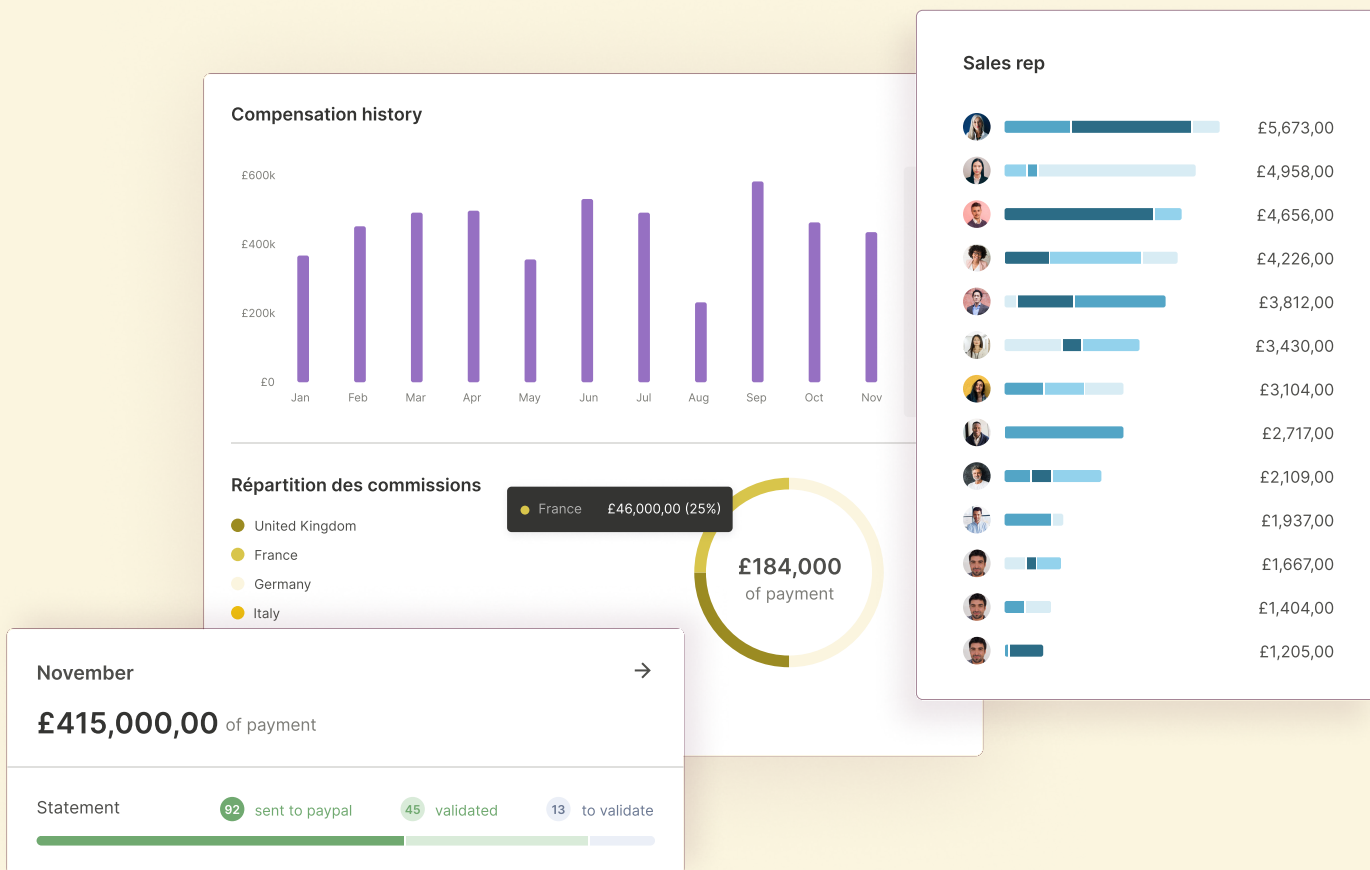
[Read the article](#)

## Top 7 tools for calculating and managing **commissions**

Discover the benefits of using a commission calculation and management tool and the list of the best tools on the market!

qobrá

[Read the article](#)



**+100**  
CUSTOMERS

**+200M€**  
MANAGED  
COMMISSIONS

**+15 000**  
USERS

**G<sup>2</sup>**  
★★★★★

# Qobra, who are we?

**Qobra enables companies to align their Operations, Sales Reps and Finance teams on the topic of variable commissions!**

Qobra makes it easy to calculate and manage employees' variable commissions, helping each of its customers to make variable pay their primary driver of sales rep motivation and performance, as well as an essential element of attractiveness and loyalty.

[Find out more](#)

