Performance Compensation System Design of Agricultural Product Salesmen Based on Performance Evaluation of Agricultural Product Network Marketing

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Abstract

In today's changing economic development environment, the management of salesman's performance compensation has also changed, and performance and salary management is the most important part of salesman's management. Starting from the theory of performance and performance appraisal, this paper makes an in-depth study on the performance appraisal scheme of long-term and current enterprises based on the analysis of the characteristics of performance appraisal of Internet enterprises and marketing personnel. Using the theory of performance compensation in human resource management, optimize the performance compensation system of the sales staff of the branch to establish a fair, reasonable, standardized and transparent sales performance compensation system, which truly reflects the personal contribution of the sales staff and reflects the individual salesperson. Value, create a good incentive culture. The salary incentive system is beneficial to reduce the turnover rate of sales personnel, improve the enthusiasm and labor efficiency of sales personnel, and has practical significance for the company to improve and strengthen the sales incentive system. Applying modern marketing theory, this paper analyses the opportunities and conditions for establishing famous brand of agricultural products. At the same time, according to the complexity and particularity of agricultural management, it puts forward marketing ideas and enterprise behavior for implementing famous brand strategy of agricultural products. In addition, according to the economic status of agriculture and the goal of sustainable development, the government's macro-guidance and management behavior are put forward to ensure the healthy development of famous agricultural products.

Key words: Network Marketing Performance; Performance Evaluation; Sales Personnel; Performance Compensation; Agricultural Products

1. Introduction

With the advent of the era of e-commerce, the global socio-economic environment has undergone tremendous changes, the speed of technological renewal has accelerated, and network technology has been widely used in the daily activities of enterprises, changing the way of life and production of the entire human race, bringing enterprises into the era of e-commerce [1]. Performance management is one of the most important and difficult tasks in all enterprise management. We need to build a system suitable for improving salesman's performance pay and grasp every link in the performance management cycle [2]. When enterprises are expanding in different regions and facing different market environments, the chief executive often faces such a puzzle: when exploring new markets, he does not know what to evaluate. In the minds of employees, salary is not only their own labor income, but also represents the value of employees, the recognition of employees' work on behalf of enterprises, and even the personal ability, conduct and development prospects of employees [3]. The company's requirements for the stability of sales staff are getting higher and higher, especially for the stability and satisfaction of its sales team to meet the urgent need for improvement in the company's development process. If he is motivated by the effectiveness, then he can exert 85% of his abilities, and if he does not get scientific incentives, his abilities can only exert 15% or even less of his potential [4]. In the enterprise human resource management system, the merits of the compensation system are the key factors for the competitiveness of the enterprise. A well-established compensation system can attract and retain elite salespeople.

Internet marketing has become the lifeline of Internet companies, and its network marketing staff is to grasp the market trends and seize the key personnel of the market prospects [5]. The core of online marketing is people. People are the masters of online marketing. It has a great boost to the company's production efficiency. However, if this link is not properly operated or the design is unreasonable, then it is possible to combat the enthusiasm of employees [6]. From the perspective of the market development cycle, enterprises will face three
different market environments, new markets, emerging markets and mature markets [7]. In 2014, researchers conducted empirical research on key factors affecting employee satisfaction [8]. The following year, foreign scholars also conducted a related study on human resource management and organizational performance of SMEs [9]. Therefore, salary incentive is not only money incentive, in essence, it has become a complex incentive mode in the enterprise incentive mechanism, implying achievement incentive, status incentive and so on. Therefore, salary incentive can stimulate employees' strong desire for work from multiple perspectives, and become one of the main motivations for employees to work wholeheartedly [10]. As there are many liquidity factors in the sales talent market, the sales force is relatively unstable, resulting in many troubles in the process of opening up new markets and new stores [11]. But even though the salary has many islands and employees have more security than before, the salary paid by the company for the salesmen is increasing year by year, the salesmen are still complaining, and the enthusiasm and loyalty of the salesmen are declining. Salaries have gone up, but sales have not seen a matching increase. From the perspective of agricultural development, its environmental factors have undergone a series of changes. For example, strategic changes have taken place in the resource elements of agricultural development, tremendous changes have taken place in consumption concepts and purchase habits, fundamental changes have taken place in the market scope, and the function of intermediaries tends to decline. The so-called leisure agriculture is an agricultural tourism activity which integrates agricultural production, scientific and technological application, artistic processing and tourist participation on the premise of fully developing agricultural resources and agricultural products with tourism value.

The purpose of this research is to try to establish a scientific, reasonable and effective performance appraisal scheme that meets the company's development goals. Assess and evaluate the performance of marketing staff scientifically, improve their personal qualities and motivate their work enthusiasm [12, 13]. In order to open up the market, enterprises need to invest in the market at any cost. The main job of salesmen is to develop and prepare the market [14]. In this process, employees will experience the sense of self-worth realization and the joy of being respected brought about by promotion, thus stimulating their work creativity. Customer satisfaction is the premise and guarantee for the survival of enterprises, and as the first line of contact with customers, the enthusiasm and enthusiasm of the sales staff of branch companies have a direct impact on customer satisfaction [15]. Trying to draw some methods and conclusions through research on relevant theories and practices, can attract and retain excellent sales talents in the enterprise. At the same time, it is necessary to fully mobilize the enthusiasm of the sales staff, improve the overall human resources quality of the enterprise, and achieve a "win-win" between the enterprise and the sales staff [16, 17]. The effectiveness of compensation is to be able to motivate and retain excellent employees. The incentive of salary is to improve the enthusiasm of the employees of the company. The main purpose of salary incentives is to create more value for the company. Encourage the enthusiasm and innovation of network marketing talents through effective performance appraisal programs, and maintain high work motivation and work performance.

2. Methodology

As a typical e-commerce enterprise, Internet enterprises use the Internet as a medium to carry out marketing work, which is different from ordinary other industry enterprises. Different marketing methods and different product lines lead to different work contents. Performance compensation management is not a one-time process, it is a long-term process [18]. Performance appraisal is also called performance or achievement evaluation. Performance appraisal is the purpose of enterprises in order to achieve production and operation. The main purpose is to ensure that sales personnel have a relatively stable income, and that performance pay is properly linked to the completion of key work in the work plan [19]. The job-based compensation plan uses the relative importance of the position as the basis for determining the level of compensation. Therefore, first of all, it needs to make a detailed job analysis of different positions in an enterprise, and to analyze the differences of the nature, intensity, responsibility, complexity and the required qualifications of the positions [20, 21]. The company establishes a scientific and reasonable target performance management system from top to bottom. The departments and positions of the company form clear annual, quarterly and monthly target tasks, which serve as the basis for the annual and quarterly evaluation of departments and salesmen. Enterprises should establish a sound and reasonable incentive system to meet the needs of employees as much as possible and mobilize the enthusiasm and initiative of all aspects of staff work to the maximum extent so as to ensure the sincere cooperation among various departments within the enterprise [22].

The business interoperability dimension contained in Figure 1 below will be used to construct development research assumptions, theoretical frameworks and theoretical models. They are decomposed into detailed structures that can be easily measured and modeled. Axiomatic design theory is a design method for designers to decompose and construct complex system components in a logical and reasonable way.
Figure 1. Conceptual framework

According to the survey of the questionnaire, the employees of the company's marketing system think it is necessary to fully understand the marketing strategy of the company. Their daily work is closely related to the company's marketing strategy objectives, but they do not know much about the company's marketing strategy. See Table 1 and Figure 2 below.

Table 1. Company marketing strategy

<table>
<thead>
<tr>
<th>Survey content</th>
<th>Number of people</th>
<th>Proportion(%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>To understanding</td>
<td>24</td>
<td>45.36</td>
</tr>
<tr>
<td>Don't understand</td>
<td>11</td>
<td>27.81</td>
</tr>
</tbody>
</table>

Figure 2. Company marketing strategy

In order to succeed in the fierce competitive society, the key factors of Internet enterprises are their market development ability, technological research and development ability, marketing strategy formulation, etc. Based on the survey results of key factors for the success of the industry, see Table 2 and Figure 3 below.

Table 2. Key factors for the success of Internet companies

<table>
<thead>
<tr>
<th>The key factor</th>
<th>Weights</th>
<th>Proportion(%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pioneering ability</td>
<td>0.86</td>
<td>36.32</td>
</tr>
<tr>
<td>R &amp; D capabilities</td>
<td>0.73</td>
<td>40.17</td>
</tr>
<tr>
<td>Strategy formulation</td>
<td>0.81</td>
<td>53.47</td>
</tr>
</tbody>
</table>

The salary level of an employee is determined by the position of the employee. The characteristics of the post determine the low salary. Post-based compensation reflects the combination of positions and responsibilities. Internet enterprise marketing can also be called the fundamental point of network marketing is different from traditional marketing is the characteristics of the network itself and the personalization of network customer needs. Network marketing must start from the basis of network characteristics and changes in consumer demand.

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The use of specific standards and indicators, the use of scientific methods, the commitment to the production and operation process and results of the various levels of personnel to complete the task of the performance of the task and the resulting results of the value judgment process. The idea of establishing famous brand of agricultural products is very extensive. In terms of the connotation of agricultural products, it includes not only primary agricultural products in physical form but also processed products with its main raw materials. It also includes intangible products, such as facilities, places and services, which can be exchanged to the market and meet people's needs by utilizing the characteristics of the agricultural industry. At the beginning of the assessment period, the work plan of the sales staff should be scientific and reasonable to prevent the sales staff from completing or completing the situation. Finally, the post structure is transformed into salary level, and the salary system is determined. This kind of salary system is stable and has strong internal fairness, which encourages employees to continuously promote to higher positions. The results of performance appraisal should be hierarchical. There should be a scientific and reasonable incentive mechanism for rewards and punishments to ensure the full application of the results of performance appraisal. Compensation and internal compensation include all the benefits employees get from the enterprise. There are not only external economic income, but also internal non-economic income, that is, sense of work achievement and good prospects for development.

At the same time, it is necessary to carry out personalized training for different employees. For example, the original old marketing personnel should strengthen the professional quality, marketing theory and product service technology, and strengthen the communication skills, customer experience and market strategy for the newly joined salesmen. And other aspects. Table 3 below and Figure 4 are statistics on the academic qualifications of a company employee.

<table>
<thead>
<tr>
<th>Education</th>
<th>Number of people</th>
<th>Proportion (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Postgraduate</td>
<td>42</td>
<td>56.39</td>
</tr>
<tr>
<td>Bachelor</td>
<td>30</td>
<td>47.33</td>
</tr>
<tr>
<td>College</td>
<td>21</td>
<td>24.15</td>
</tr>
</tbody>
</table>
As shown in Table 4 and Figure 5 below. Compared with other local enterprises in the same industry, more than 60% of the marketers are not satisfied with their income level and think that their future is not related to the future of the company. Therefore, the current company should make good use of the knowledge in staffing, and strive to assign the most suitable people to the most suitable areas and posts, so that they can make full use of their strengths.

Table 4. At present, the company’s marketing staff can play their role in this position

<table>
<thead>
<tr>
<th>Play the situation</th>
<th>Number of people</th>
<th>Proportion(%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fully use</td>
<td>66</td>
<td>70.31</td>
</tr>
<tr>
<td>Better play</td>
<td>34</td>
<td>63.12</td>
</tr>
<tr>
<td>Did not play</td>
<td>17</td>
<td>19.67</td>
</tr>
</tbody>
</table>

Figure 5. At present, the company’s marketing staff can play their role in this position

The measure of competency is the ability, skills, and experience of Wang, with a focus on the qualifications of the incumbent. The higher the ability, the stronger the skill and the richer the experience, the more rewards are given. In this way, we will encourage employees to continuously learn new technologies and improve their abilities. The network is a super-boundary system, and there is no longer a strict boundary between enterprises and consumers, suppliers, distributors, and then between enterprises and the environment. The performance plan is not only the first link of performance compensation management, but also the one that has the greatest impact on the latter. A performance plan is a plan for a company's performance expectations of employees and within the reach of employees. During the appraisal period, the necessary performance interviews should be conducted to understand the progress of salesmen's work. In designing technology-based compensation schemes, we can focus on the depth of technology and the breadth of technology. The main body and frequency of assessment are different for different assessment objects, and the index weights of different assessment objects and dimensions are different. Famous brand of agricultural products seems to be a blank in our country, but it must be understood in the dynamic development of history. The evolution of famous brand should have its own course, from no brand to brand, from product brand to corporate image, and then to industrial culture and brand. Understanding the brand name of agricultural products from the perspective of consumers can meet both material and spiritual needs. The frequency of assessment should be combined with monthly assessment, quarterly assessment and annual assessment. Generally, it will be issued after the end of the examination, some of which do not deduct the basic salary, but conduct a unified assessment at the end of the year. Short-term incentive is an incentive system for employees with short service life in enterprises, which gives certain incentives for their good performance in one year of work.

One of the purposes of the assessment is to open up the grade difference and reward the good and punish the bad. So the process of assessment is essentially a comparative process. When scoring, attention should be paid to the performance of the examinee during the assessment period, and more attention should be paid to comparison. Table 5 and Figure 6 below show the distribution ratio of marketing personnel performance appraisal grades.
Table 5. Marketing staff performance appraisal level distribution ratio

<table>
<thead>
<tr>
<th>Assessment level</th>
<th>Reference score</th>
<th>Distribution ratio(%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>89</td>
<td>23.38</td>
</tr>
<tr>
<td>B</td>
<td>85</td>
<td>15.17</td>
</tr>
</tbody>
</table>

Figure 6. Marketing staff performance appraisal level distribution ratio

Based on the feedback, the members of the expert group exchanged opinions anonymously and proposed the next round of proposals after fully considering the opinions of others or amending their own opinions. After many rounds of non-face-to-face consultation, feedback and statistics, the experts’ opinions gradually tend to be concentrated, and the organizers who have reached general agreement sort out the final survey report and obtain the collective judgement results of experts with statistical significance (see Table 6 and Figure 7 below).

Table 6. Marketing system weight setting

<table>
<thead>
<tr>
<th>Position</th>
<th>Performance indicator (%)</th>
<th>Capability indicator (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing director</td>
<td>75</td>
<td>25</td>
</tr>
<tr>
<td>Department manager</td>
<td>85</td>
<td>35</td>
</tr>
<tr>
<td>Marketing representative</td>
<td>95</td>
<td>10</td>
</tr>
</tbody>
</table>

Figure 7. Marketing system weight setting

Compensation managers should clearly explain the standards, procedures and methods of salary system design to salesmen. Make the salary system transparent. The hyper-boundary nature of the network has fundamentally changed the existing marketing pattern and mode of operation. Marketing under the network background is not only a system of cooperation between enterprises and customers, but also a framework of cooperation between different enterprises with different advantages and functions. The formulation of performance pay plan is often consistent with the strategic objectives of an enterprise, which is conducive to the realization of the strategic objectives of the enterprise, thus achieving the specific objectives of quantitative assessment criteria. On the one hand, we should fully encourage sales staff to complete sales performance indicators, on the other hand, we should fully consider the contribution of sales staff in sales, reflecting the fairness of the contribution of sales staff and other internal employees. The process of creating famous brand is
the process of giving full play to the technological level and personnel management level of enterprises. Therefore, it is the process of shaping the image of enterprises, and in the market behavior. Consumers often do not only identify a particular brand product, but buy a series of products through the brand recognition of the enterprise. Therefore, the creation of famous brands and market expansion of agricultural enterprises are mainly realized through the financing of star enterprises to the society and mergers, alliances and acquisitions among enterprises. But this hypothesis has not been fully proved by empirical evidence. And if a company simply increases employee skills but fails to take advantage of this skill, the result is simply increased costs without any gains. The monthly assessment is the basis for the issuance of the company. The quarterly assessment is the basis for the issuance of quarterly performance bonuses. It is also the basis for the annual performance appraisal scores and the annual bonuses. Work and life means fully logistical support for employees. Through various exhibitions of favorable policies and various activities, the company guarantees employees to work hard and bring the warmth brought by the company to the family. In accordance with the principle of assessment, objective evaluation should be based on the principle of performance evaluation and compensation, so that each salesperson can realize the fairness of his work in the company and improve the positive effect of incentives.

3. Result Analysis and Discussion

In the practice of enterprise network marketing, there is often a phenomenon of “network” and “marketing”, which is manifested in the establishment of websites without management, publishing information without updating, customer feedback and not responding. Performance feedback is also an important part of performance compensation management. It mainly through the communication between the appraisers and the appraisers, as well as interviewing the performance results of the appraisers. While affirming the results, it is also necessary to find out the inadequacies and defects of the appraisers and supervise the process of correction. The performance appraisers need to define the specific definition of the indicator, that is, the sales completion rate is calculated according to the contract amount or the amount of the return. However, this capability is not the company's competitive advantage. Whether creating famous brand products, enterprises or industries, the promotion strategy must be centered on the cultural needs of consumers. Promotion itself is to convey enterprise values or modern life information to consumers. Only when consumers accept the values of enterprises, can they accept the products and images of enterprises. The latter refers to the very difficult to obtain, and in essence has certain tactical ability to influence the competitive advantage of the enterprise. In this optimization process, the main body of assessment mainly considers the salesman himself and his direct superiors. Firstly, through the weighted scores of each assessment subject, the individual comprehensive scores of the salesperson being assessed are calculated. Effective performance management helps enterprises achieve their development goals through the integration of individuals, teams and organizations. The quality of performance rationality determines the success or failure of the organization. For the same job level, the performance salary distribution should be inclined to salesmen with outstanding performance. In the whole system, it is necessary to consider the performance and remuneration of salesmen with different levels, tasks and efficiencies at different levels, so as to open the gap appropriately.

Performance standards should be developed jointly by managers and subordinates. The process of assessment should be the process of communication and coordination between superiors and subordinates. That is to say, the two-way communication assessment assessment “interview guidance” should be adopted to pass the assessment, so that the superiors should understand the performance and requirements of the employees, and provide incentives and guidance in a targeted manner. Table 7 and Figure 8 below show the marketing representative's marketing representative weight setting.

<table>
<thead>
<tr>
<th>Assessment index</th>
<th>Performance target value</th>
<th>Weights(%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales revenue</td>
<td>89</td>
<td>65</td>
</tr>
<tr>
<td>Actual rate of return</td>
<td>96</td>
<td>70</td>
</tr>
<tr>
<td>customer satisfaction</td>
<td>94</td>
<td>88</td>
</tr>
</tbody>
</table>
The application of performance appraisal results of the whole company or a department is mainly embodied in the application of the calculation results of the Balanced Scorecard at the company level or department level. The Balanced Scorecard passes through an assessment cycle. Through calculating the scores and weights of each index, the overall operation of the unit being assessed and the management of the head of the Department can be obtained in this assessment cycle. Table 8 and Figure 9 below show the application of the Balanced Scorecard assessment results.

### Table 8. Application of Balanced Scorecard Assessment Results

<table>
<thead>
<tr>
<th>Indicator content</th>
<th>Indicator score</th>
<th>Weights(%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial performance indicator</td>
<td>5.6</td>
<td>0.68</td>
</tr>
<tr>
<td>Customer performance indicator</td>
<td>8.1</td>
<td>0.71</td>
</tr>
</tbody>
</table>

The basic idea of the theory of fairness is that when a person makes a result and gets paid, he not only cares about the absolute amount of his own reward, but also the relative amount of his own reward. That is, he wants to compare the ratio of his own "reward" to his "input" and other people in the organization. Only when they are equal, he thinks fair, as shown in the following formula:

$$\beta_{xy} = \frac{I_{xy}}{\sum_{g=1}^{g-1} I_{xx}}$$  \hspace{1cm} (1)

In addition to horizontal comparisons, people often make vertical comparisons, that is, the ratio of their current efforts to their current rewards, and the ratio of their past efforts to their past rewards. Only when he is equal does he think fair, as follows:
\[ R_j = M \sum_{i=1}^{N} \hat{R}_{i,j} \]  

The process of allocating the total score rationally to each index according to the system and importance of each index. "Weights" are interchangeable in both absolute and relative forms. Expressed by formula as follows:

\[ B(\bar{X}) = \prod_{i=1}^{m} \left( f_i(\bar{X}) - f_i(\bar{X}_w) \right)^{w_i} \]  

Expert survey weighting method This method is to hire some experts to ask them to independently weight the assessment indicators, and then according to each assessment index, take the average value as the weight coefficient. The calculation formula is:

\[ B(\bar{X}) = \prod_{i=1}^{m} \left( f_i(\bar{X}) - f_i(\bar{X}_w) \right)^{\frac{1}{m}} \]  

In order to guarantee the weighted quality, the final test is to perform an x test. The test formula is:

\[ B(\bar{X}) = \prod_{j=1}^{n} u_j(x_j)^{x_j} \]  

Given two attributes, according to the available data, we can analyze and measure the extent to which one attribute can contain another. The correlation between attributes \( m \) and \( N \) can be measured by the following formula:

\[ \omega_{n} = \frac{2n \pi}{l} \sqrt{\frac{H}{m}} \quad (n = 1,2,3,...) \]  

In order to represent the main elements of system modeling and their causality, we create a causal cycle diagram as shown in Figure 10.

![Causal cycle diagram](image)

**Figure 10.** Causal cycle diagram

Therefore, the separation of "network" and "marketing" will greatly weaken the role of network marketing and increase marketing costs. Instead of strengthening the core competitiveness of enterprises, it will put a heavy burden on enterprises. In a new market environment, the main goal of the company is to open up the market. In order to open the market, the company can increase market input at all costs, and the main job of the sales staff is to open up the market and carry out sufficient preparation work. The calculation of performance salary generally adopts the method of performance commission. The setting of performance bonus ratio needs to be measured in advance to understand the possible income of sales personnel under different market performance conditions. When developing this program, first look at the best performing employees in the company to find the difference between the best performers and the average performers and the worst performers. The product brand is the product identification symbol, the enterprise's commitment to the product quality of consumers (users), and the famous brand is the result of the overall marketing work under the guidance of the enterprise's customer-centered marketing concept. So the process of creating famous brand is also the process of creating market. Finally, these differences can be grouped together to get the general criteria for measuring capacity. For those with good performance appraisal results at the end of the year, the company may apply for promotion of professional title and rank for decision-making; for those with qualified
performance appraisal results, the company may consider adjusting the business grade and maintaining the original business grade. Enterprises set up different career development opportunities for employees in order to improve the performance of employees, so as to achieve the improvement of the overall performance of enterprises. Based on the principle of expanding the company's scale profit, expanding the market coverage and satisfying the principle of market segmentation, the salary system should embody the principle of sufficient incentives to adapt to the enterprise's scale expansion, and quantify the assessment of salary schemes, so as to improve the computational ease of salary.

According to the simulation information in the rating set evaluation table, the fuzzy formulas are established as follows:

\[ K_i = \sum_{l=1}^{m_l} K_i^{(l)} \]  

The determination of the index weight set is shown in the following formula (8), pp.

\[ M_i = \sum_{l=1}^{m_l} M_i^{(l)} \]  

Perform fuzzy comprehensive judgment and obtain the judgment result as follows:

\[ HD = \frac{1}{l} \sum_{l=1}^{l} A_i \oplus B_i \]  

In linear regression, data are modeled by straight lines. Linear regression is to find the "best" line to fit two attributes or variables so that one attribute can be used to predict the other, as shown in the following formula.

\[ I = I_0 + \sum_{l=1}^{l} A_i \exp \left( \frac{-t}{\tau_i} \right) \]  

It is assumed that the variance of I is a constant, and \( t \) is a regression coefficient, indicating the intercept of the straight line on the A-axis and the slope of the straight line, as shown in the following equation.

\[ I = \sum_{i=1}^{N} A_i \exp \left( \frac{-t}{\tau_i} \right) \]  

In order to achieve a reasonable classification of sample trees, the specific attributes should be quantified. Quantitative attributes should be taken as sample indicators, with Q indicators, which are described by K-dimensional vector, as shown in the formula.

\[ \frac{t}{q_i} = \frac{1}{K_i q_i^2} + \frac{t}{q_e} \]  

For a certain indicator \( b \) of the sample, a data is obtained, which represents the data obtained by the kth sample for the first indicator, and their average values are calculated according to the following formula.

\[ \left( \frac{1 - \left( M / M_0 \right)}{t} \right) = k_i^{-0.5} + b \]  

Then the standard deviation \( F \) of these original data is calculated according to the above formulas.

\[ f_2(x) = \sum_{i=1}^{D} \left( \sum_{j=1}^{i} x_j \right)^2 \]  

Most enterprise leaders have not yet realized the importance of network marketing, or even can not correctly understand what is network marketing, think that network marketing is online marketing. The main task of the salesman is to develop the market, to arrange the sales points, to contact the customers, and to prepare for entering the market. These tasks will consume a lot of physical and energy of the salesman. If the expected score is not reached, the performance salary of the salesperson should be deducted to restrain the salesperson to improve the sales efficiency. The basic principle of experiential design of agricultural products is to embody the harmonious coexistence of human and nature, culture and environment. Its specific design orientation is to enable tourism consumers to pursue physical and mental enjoyment and obtain unforgettable experiences and memories in the process of differentiated leisure agricultural experiences and activities. In the process of creating famous agricultural products, we should not only increase investment in science and technology, but also increase cultural content. When utilizing cultural resources, we should not only attach
importance to the culture of agricultural industry, but also respect the consumption psychology of different countries and different nationalities. Compensation schemes must focus on the factors required for the success of an enterprise. Therefore, we can find out the performance indicators related to these factors and design the compensation system as an important salary determinant. The monthly assessment and quarterly assessment of general sales personnel are only for the actual process performance of the sales staff's normal work, regardless of the actual project economic value brought by it. Therefore, the design of the assessment indicators are mostly non-economic indicators. The realization of corporate strategic targets requires the implementation of various strategic management systems, including a strategic compensation management system. As a driving force for motivating employees, compensation is linked to the corporate strategic plan through the HR function strategy. The improved compensation system will implement the sales personnel target management. The salary system and its incentive level will be consistent with the sales staff's performance, and will be consistent with the company's economic efficiency and affordability to ensure the completion and improvement of the company's sales target.

In fact, online sales are the result of the development of network marketing to a certain stage. Enterprises to enhance the brand value of the company through online, strengthen communication with customers, and publish information to the outside world are all network marketing. In the assessment, according to the principle of performance orientation and fairness, on the one hand, the sales staff should be fully motivated to complete the sales performance indicators, on the other hand, the contribution of the staff in the sales process should be considered, thus embodying the principle of fairness. There are still many complicated and special circumstances in the performance compensation design of sales personnel. For example, whether the sales staff should have a cap, and how to deal with the super high rewards in the appraisal cycle. Generally speaking, an effective remuneration scheme, no matter which kind of remuneration determinants are based on, must be both detailed and flexible to adapt to changes in conditions. Sales managers mainly refer to sales managers. For sales managers, they should not only pay attention to their own sales performance, but also take responsibility for team performance. At the same time, in the formulation of salary, we should also consider the impact of factors such as product growth cycle, consumption capacity of product sales area and different sales positions on salary. Look for the basis of personal development and salary, and find the problems in management, cultivate talents, improve efficiency, improve the overall competitiveness of the company, promote the success and growth of enterprises and marketing personnel, achieve standardized team management, and ultimately make enterprises more profitable.

4. Conclusions

Based on the analysis of the company's present salary system, this paper finds out the main problems existing in it, uses the relevant theory of modern human resources management and combines with the actual situation of the company, redesigns the company's salary system, thus solving the problem that the company's strategic objectives and salary system are not suitable. The development of an enterprise can not be separated from the unremitting efforts of employees. The most important thing is that in today's salary-sensitive society, if an enterprise wants to achieve real development, it needs to formulate a reasonable performance compensation management system suitable for the enterprise. Salesman performance compensation management is a dynamic process. With the increase of sales staff, the division of labor of sales staff will be more clear and professional. At the same time, the concept of salary and the theoretical basis of salary design are expounded. The emphasis is on the incentive theory and comprehensive compensation theory in the salary management theory, which lays a solid theoretical foundation for the optimization design of the performance compensation system of the sales staff of the branch. Emphasize that the design of the new mechanism must be based on the actual situation of the enterprise and the demand of the sales, to establish the salary of the core personnel of the enterprise, and at the same time adhere to the principle of dynamic, continuous improvement and timely adjustment. The research opened up the salary gap of sales staff, improved the design of salary incentives, and paid attention to the balance and fairness of inter-regional salary. Optimize the sales commission indicators to make the sales staff's salary more fair and reasonable. Only in this way can enterprises retain talents, and enterprises can work together to promote the long-term development of enterprises.

References


