



**Baylor Business Ethics Competition Case 2023**  
**November 10, 2023**

**Changing Perspectives on Salesperson Compensation**

Both the popular press and academic research periodically focus on the issue of salesforce compensation. Specifically, the dilemma that research typically addresses is whether it is effective to pay salespeople on the basis of pay-for-performance or not. Some research suggests that salespeople perform better when 100% of their compensation is based on the sales that they make (meaning that salespeople on 100% commission are paid a percentage of their sales levels). Other research suggests that salespeople perform better (and customers are happier) when 100% of salesperson compensation is fixed or salaried (meaning salespeople on 100% salary are paid the same amount each week, regardless of their sales results). However, the connection between sales performance and compensation is only one part of the puzzle.

Another important perspective concerns the ethical issues associated with paying salespeople on a 100% commission or on a 100% salaried basis. That’s the issue that your Ethics Team will address this year, and your team will focus on one type of compensation program (either 100% commission or 100% salaried). Please refer to page 3 to see if your team is assigned the **100% Commission** or **100% Salaried** case (based on presentation time).

<b><u>100% Commission</u></b>	<b><u>100% Salaried</u></b>
Why might this compensation approach be (in)appropriate based on these ethical frameworks?	Why might this compensation approach be (in)appropriate based on these ethical frameworks?
Utilitarian Ethics Duty Ethics Virtue Ethics Psychological Egoism	Utilitarian Ethics Duty Ethics Virtue Ethics Psychological Egoism
How might this compensation approach shape salesperson behavior positively/negatively?	How might this compensation approach shape salesperson behavior positively/negatively?
How might this compensation approach work well/poorly for a global salesforce?	How might this compensation approach work well/poorly for a global salesforce?
How might this compensation approach work well/poorly when looking to recruit new hires from a university sales program?	How might this compensation approach work well/poorly when looking to recruit new hires from a university sales program?



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### **Competition Format**

Each team makes a 10-15 minute presentation. Judges have 3-4 minutes to ask questions for clarification, but questions are not required if the presentation is clear. Each team must exit the room at the 20-minute mark. Please complete the rubric for each team, using the scales in a consistent manner.

### **Judges Scoring Rubric**

Score the presentation on each item using a 0-to-10 scale with 10 being the best possible score and 0 the lowest. Do not add the scores (that will occur automatically when they are input into the database).

**ROOM** \_\_\_\_\_ **TIME** \_\_\_\_\_ **TEAM NAME** \_\_\_\_\_  
**Judge** \_\_\_\_\_

#### **CONTENT (60%)**

- \_\_\_\_\_ Analyzed the ethical dilemma and demonstrated understanding of the situation
- \_\_\_\_\_ Used information from ethics modules to frame the action plan for the case
- \_\_\_\_\_ Developed relevant/practical recommendations to guide behavior on a proactive basis

#### **DELIVERY (40%)**

- \_\_\_\_\_ Conversational, concise, confident, logical and enthusiastic delivery
- \_\_\_\_\_ Appropriate and professional non-verbal communication
- \_\_\_\_\_ Provocative, compelling, and motivating visuals (rational and emotional)
- \_\_\_\_\_ Ability to present as a cohesive team (not as a group of individual students)

**COMMENTS REGARDING TEAM'S STRENGTHS AND WEAKNESSES:**

**BEST PRESENTER FROM THIS TEAM:**

<b>9:00-9:20 am</b> <b>100% Commission</b>	<i>F 121</i> <b>Team Aguillon</b> Sydney Aguillon Tyler Cobb Kik Molitor Rachel Platz	<i>F 211</i> <b>Team Mason</b> Ethan Fuller Preston Jones Grace Jorgensen Thomas Mason	<i>F 311</i> <b>Team Schueller</b> Jonathan Darrell Samuel Koo Jackson Schueller Rachel Smith
<b>9:25-9:45 am</b> <b>100% Commission</b>	<b>Team Chavez</b> Evan Bass Diego Chavez Kelsey Runte Aiden Saint	<b>Team Lewis</b> Sage Folsom Jax Lewis Lachlan McGregor Boston Opeteia	<b>Team Winslow</b> Clay Kellejian Ella Miller Kate Miller Grant Winslow
<b>9:50-10:10 am</b> <b>100% Commission</b>	<b>Team Beattie</b> Kaleb Averell Grace Beattie Gabriel Rodriguez Trey Walker	<b>Team Reyes</b> Charlie Everroad Cole Kopischke Alana Horodezky Sofia Reyes	<b>Team van der Reijden</b> Sam Horn Logan Langenfeld Hunter Redding Olivia van der Reijden
<b>10:30-10:50 am</b> <b>100% Commission</b>	<b>Team Bass</b> Collin Bass Gabriel Garcia Grace Simmons Kate Sralla	<b>Team Griggs</b> Meagan Griggs Jaden Mazzola Benjamin Nopper Tyler Peterson	<b>Team Miller</b> Emma Barberena Wilson Feezel Lucy Hasty Gracie Miller
<b>10:55-11:15 am</b> <b>100% Salary</b>	<b>Team Farber</b> Brandon Farber Daniel Russell Carina Starr Audrey Williamson	<b>Team Hedgecock</b> Chase Gorman Abigail Hedgecock Tyler Kelly Josie Rice	<b>Team Robinson</b> Paris Musto Vishal Nair Tyler Robinson Connor Sims
<b>11:20-11:40 am</b> <b>100% Salary</b>	<b>Team Mikesell</b> Matthew Davis Colt Lychner Aly Mikesell Cullen Slattery	<b>Team Muehl</b> Reece Modisette Emily Muehl Tatum Reeves Andrew Richards	<b>Team Vines</b> Andres Cruz-Maldonado Celeste Derstine Rocky Holloway Katherine Vines
<b>12:30-12:50 pm</b> <b>100% Salary</b>	<b>Team Dohlman</b> Ashley Dohlman Isabella LoRusso Michael Starling Daniel Zhang	<b>Team Harper</b> Simon Harper Samantha Kostoff Sydney Pjesky Walker Sims	<b>Team Paschke</b> Chloe Kelly Ben Montag Caleb Paschke Ethan Wiley
<b>12:55-1:15 pm</b> <b>100% Salary</b>	<b>Team Chao</b> Shao Chao Wood Ingram Tanner Moore Will Obar	<b>Team Hamilton</b> Matea Floryance Trevor Gaswirth Ben Hamilton Ashleigh Stuck	<b>Team Hills</b> Anthony Amesti Zach Hills Piya Patel Jack Sargent
<b>1:20-1:40 pm</b> <b>100% Salary</b>	<b>Team Ford</b> Chase Barto Katie Boatwright Luke Ford Grace Meredith	<b>Team Schaff</b> Gabby Hendricks Will McClelland Elana Norman Aaron Schaff	<b>Team Trevino</b> BoChao Jin Emily Jones Shane Trevino Nathan Weatherton