The objective of the bachelor’s thesis is to analyse the remuneration system for the consultant position of a branded store of a XYZ firm. The theoretical part is focused on definition of basic concepts concerning motivation in the workplace and the right adjustment of remuneration of the employees on a sales position. In the practical part the consultant position of a branded store of a XYZ firm is presented as well as a remuneration system for a given position. Afterwards an analysis of a remuneration system will be carried out depending on the customer satisfaction. Also an analysis of the evaluation questions will be carried out and how they should be reflected in the assessment of the consultants. In the final part of my thesis there will be recommendation of the possible changes for this area of remuneration.

**KEY WORDS:** motivation of the employees, remuneration system, work performance, customer satisfaction, increase of customer satisfaction