Deloitte.

Predctive Analytics Quota Setting

Science and art of quota setting

Traditional Quota setting methods and processes struggle achieving accurate, equitable and attainable quotas in a timely fashion

Organisations are plagued by multiple issues which hinder the ability to set accurate, equitable and attainable quotas in a timely fashion.

Quota setting are typically set-back by the use of multiple inconsistent quota setting methodologies (Tops-down, bottoms-up, hybrid) and varying bottoms up estimation/forecasting methods on true sales potential (varying time horizons for historical inputs, cyclicality/ seasonality misjudgments). Also, a heavy of a reliance on managerial hunch on estimating customer sales potential can diminish accuracies of quotas.

Timeliness of releasing quotas are often plagued by hundreds of hands off and negotiations at each stage of the quota setting process and unstandardised or broken quota setting processes across business units/ geographies which are not facilitated by a planning tool. In addition, reliance on manual spreadsheets will lead to error in quotas resulting in multiple iterations.

Deloitte's Predictive Analytics Quota Setting Methodology focuses on three key pillars to improve accuracy, equitability, attainability and time release of quotas

1 **Deloitte's Predictive Quota Engine**

2 Anaplan

Quota Modeling Solution

3 **Apply Sales Intelligence for accurate quotas**

Key benefits from Deloitte's predictive analytics quota setting methodology

1. Deloitte's Predictive Quota Engine

Time Series, Pipeline and White Space models for:

- Consistent bottoms up methodology to estimate true account potential
- Reduction in number of negotiations
- Commence quota setting with Analytics baseline vs. managerial hunch

2. Anaplan Solution

Use Anaplan's Quota Solution for:

- Facilitating a standardised process
- Faster E2E process and quicker quota release
- Improved data and quota accuracy through elimination of manual spreadsheets

3. Sales Intelligence

Allow for sales intelligence to final quotas for:

- Better accuracy (e.g., known non-repeats or higher expected sales)
- Readjusting iteratively using managerial insight and predictive analytics
- Improving data quality for future quota cycle predictions from known, accurate sales intelligence