

The Sales Planning Imperative

Stop being held hostage by
uncertainty, surprises, and
doubt



The Impact of poor Sales Execution Planning & Management

Undertaking successful Sales Execution Planning & Management requires insights, capabilities, and collaboration tools. An inconsistent mix of these aspects can lead to uncertainty, surprises, and missed targets — all costly mistakes. The best sales organizations ensure alignment of *all* their planning and forecasting processes — target setting, territory, quota, rep coverage, overlays, channel partners, commission, and more. By doing so, they are able to avoid the planning and forecasting issues that plague other companies:

November 15, 2013 Bloomberg News

Leading Network Equipment Manufacturer Misses Sales Forecast Casting Shadow on Turnaround

...A *Leading Network Equipment Manufacturer's* big miss on its quarterly sales forecast is casting doubt among its customers, shareholder and suppliers...

October 16, 2013 CNN Money

Fortune 100 Software, Hardware, and Services Company Misses Sales Forecast by \$1.0 billion

... *Fortune 100 Software, Hardware, and Services Company* released third-quarter results Wednesday that missed sales forecasts by over \$1 billion...

October 14, 2013 Bloomberg.com

Leading CAD & PLM Software Provider Slumps after missing sales target

... *Leading CAD & PLM Software Provider* fell the most in almost five years after reporting ...



Technology industry issues impede Sales Execution Planning & Management

The exponentially changing technology industry creates a complex and challenging environment for Sales Teams. Key issues further impede effective Sales Execution Planning & Management

- **Shift to Cloud** — Addressing the forecasting and quota setting impact of cloud (SaaS) revenue models
- **Value Chain Complexity** — Appropriately segmenting and engaging customers as routes to market become increasingly complicated and intertwined
- **Acquisition Integration** — Enabling more effective account coverage, role definitions, and sales support for acquired sales teams
- **Product Evolution** — Ensuring quick sales force adaptation to faster product development cycles, hardware commoditization, and product proliferation

Benefits of successful Sales Execution Planning & Management

Achieving Sales Execution Planning & Management excellence is a competitive advantage that keeps you ahead of your competition, by providing:

- **Better decision making and guidance** — Utilize accurate, real-time data to make more informed decisions and respond faster to market changes and disruptions
- **One version of the truth** — End the endless discussion by having standard, agreed-upon metrics that tell a single story
- **More productive sales team** — Create a better-informed, well-aligned sales force that is more productive, more efficient, and smarter than the competition
- **Increased Sales ROI** — Limit compensation overpayments and increase talent retention through optimized quota setting and customer coverage

How Deloitte approaches Sales Execution Planning & Management

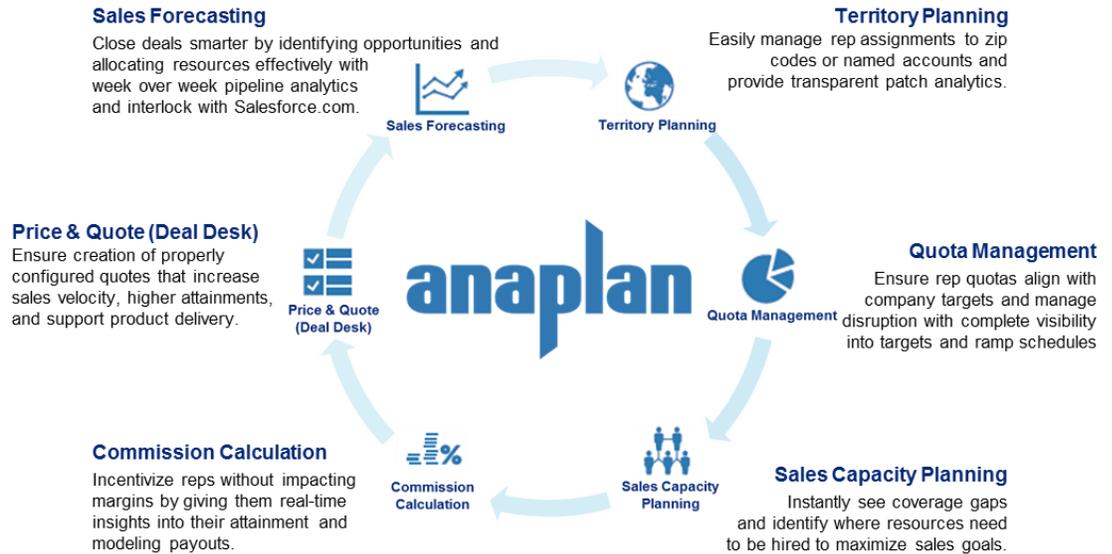
Deloitte doesn't look at Sales Execution Planning & Management as a stand-alone initiative. Deloitte effectively integrates and aligns Sales Execution Planning & Management with all other aspects of Sales Force Effectiveness to help companies create world class sales organizations.

Deloitte's Sales Execution Planning & Management Offerings



Deloitte's preferred Sales Execution Planning & Management partner: Anaplan

Anaplan is the fastest-growing provider of business modeling and planning for sales and finance. Its cloud-based platform combines a breakthrough big data engine, the Hyberblock, with a highly intuitive modeling interface that lets business users turn operational complexity into powerful, easy-to-use models. Anaplan lets customers stay ahead of critical events, rapidly model potential impacts, and course correct on the fly.



Contacts

To learn more about how Deloitte can help you with your Sales Planning & Forecasting inquiries and efforts, please contact:

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Customer Example



Using Anaplan, HP cascades its strategic goals over 30,000 reps, 263,000 accounts, and 170,000 territories globally. HP now generates quotas and compensation letters promptly, maximizing selling time across the sales organization

User benefits

Sales Leadership

Ensure top-down and bottom-up goals are aligned to maximize sales productivity across business dimensions

District Manager

Easily manage rep and overlays and adapt to coverage gap disruption with plans that can be updated on the fly