

Anaplan for Sales:

# Empowering your go-to-market strategy

**We all know the thrills of competition. Pushing extra hard, striving to innovate, calculating the moves that edge you past your competitors—these joys are palpable. In the world of products and sales, it's competition that energizes, keeping us on our toes and urging the market forward.**

At the same time, competition can be stressful. The more crowded the market, the harder it is for even phenomenal products to find their customers. There's constant worry about the future, and ongoing threats from both direct and indirect competitors. For salespeople, stress is an undeniable fact of life: every quarter, every month, you're

judged and re-judged, only as useful as your most recent numbers.

So how do sales leaders thread this needle? How do they enter a competitive market and figure out how to make their product or services a success?

For forward-thinking sales leaders, the answer is: **innovating the ways they compete.**

In today's market, product differentiation is rarely enough to distinguish yourself. This is because what you sell isn't a secret. Customers already know what you sell, because they're doing research. Competitors already know what you sell, because when you're successful, they try to sell the same thing.

Today, coming out ahead means rethinking *how* you bring your products and services to market, putting your knowledge and experience toward developing new strategies for selling. Above all, it means creating and managing a powerful go-to-market strategy.



## What is a go-to-market strategy?

A go-to-market strategy is, broadly, the unique approach a sales leader takes to tackling and winning a market. It's their particular strategy for selling their company's products or services, the vision they bring to their organization that nobody else can. It's how that leader manages a team, and how they envision the future.

A strong go-to-market strategy is a huge competitive advantage. It gives your sales organization a secret sauce that no competitor can match.

## Components of the strategy

At bottom, a go-to-market strategy covers three priorities:

**Where** to sell

**How** to sell

**What** to sell

By answering these three questions, sales leaders define their plan for approaching a market and outpacing the competition. They also tell their team how to spend their time and how to direct their energy.

At Anaplan, we separate these priorities into three categories, each covering a different strategic objective.

**“Driving top-line growth and optimizing the sales force: that’s what we do. Anaplan gets us there.”**

**IAN ZHAO, SENIOR MANAGER FOR GO-TO-MARKET STRATEGY AND ANALYTICS, VMWARE**



### Sales Planning

*Where to sell*

**How you divide up your market to best align your sales team.**

Territory planning, quota setting, account segmentation, and sales coverage.



### Sales Incentives

*How to sell*

**How you motivate your salespeople.**

The incentives that nudge your team in the right directions, including your strategies for measuring their effectiveness and modifying them when goals change.



### Sales Insights

*What to sell*

**The information you gather and analyze to make the right decisions.**

Pipeline management, sales forecasting, pricing, discounting, and other analytics.

## Where do decisions live?

If you're an account executive, you know where your opportunities live: in your CRM. If you're a sales leader, you probably need more information and more tools than your CRM can provide.

There's a good reason why CRM systems have become a necessary part of the sales infrastructure over the past fifteen years: They work. For sales reps, CRM data is indispensable for managing opportunities, running campaigns, and moving deals through the pipeline.

Sales leaders, however, face different challenges. Their job isn't to sift through details about customers and campaigns; it's to make large-scale strategic decisions. For that, they need more higher-order data, information

about products, performance, forecasts, territories, KPIs, pricing, and payouts, among others. They need to combine and re-combine this data in all sorts of ways: high-level, drilled-down, sorted by different hierarchies, referenced across function and region.

It's by combining data from across the sales organization in all these ways that sales leaders acquire the insights they need to anticipate and plan the future of their organizations.

As useful as CRMs are, they're simply not built to generate these strategic insights, or to share and analyze data in this way. Nor are they designed to assemble information from across the organization in a single place.



## Locating your go-to-market strategy

So where do sales leaders go to find their go-to-market strategy, if not in their CRM?

Here's a curious thing. When we ask customers where their go-to-market strategy resides—the knowledge and decisions that determine the future of an organization—most sales leaders have trouble answering. Maybe it lives in a pile of papers on somebody's desk. Maybe it's scribbled in the margins of their notebooks. Maybe it's stretched across multiple spreadsheets, or a set of

powerpoint decks, or some cobbled-together suite of applications.

These solutions are not ideal. They leave your sales strategy hard to manage, tricky to coordinate, difficult to replicate, and resistant to change.

More importantly, they tend to obscure the critical feature of all go-to-market strategies: Everything in them is connected.

“We were able to do our own implementation in 35 business days. It was mind-blowing how fast we were able to get up and running.”

SENIOR MANAGER OF SALES PLANNING AND STRATEGY, TABLEAU

## Going to market: It's all connected

As a whole, a go-to-market strategy is a web of links and connections, tying together a wide range of activities. All parts are important to all other parts. Change any piece of your sales strategy—adjust your territories, change a quota, restructure your incentives plan, recalibrate your sales forecasts—and the effects reverberate outward.

Alter your territory plan, for example, and you have to modify your incentive compensation plan to accommodate. Modify your incentive strategy and you'll push salespeople to reprioritize their accounts. Change the way salespeople prioritize accounts and you'll start to see different deals come out of the pipeline. Change what comes out of the pipeline and you'll have to adjust your sales forecasts. And so on.

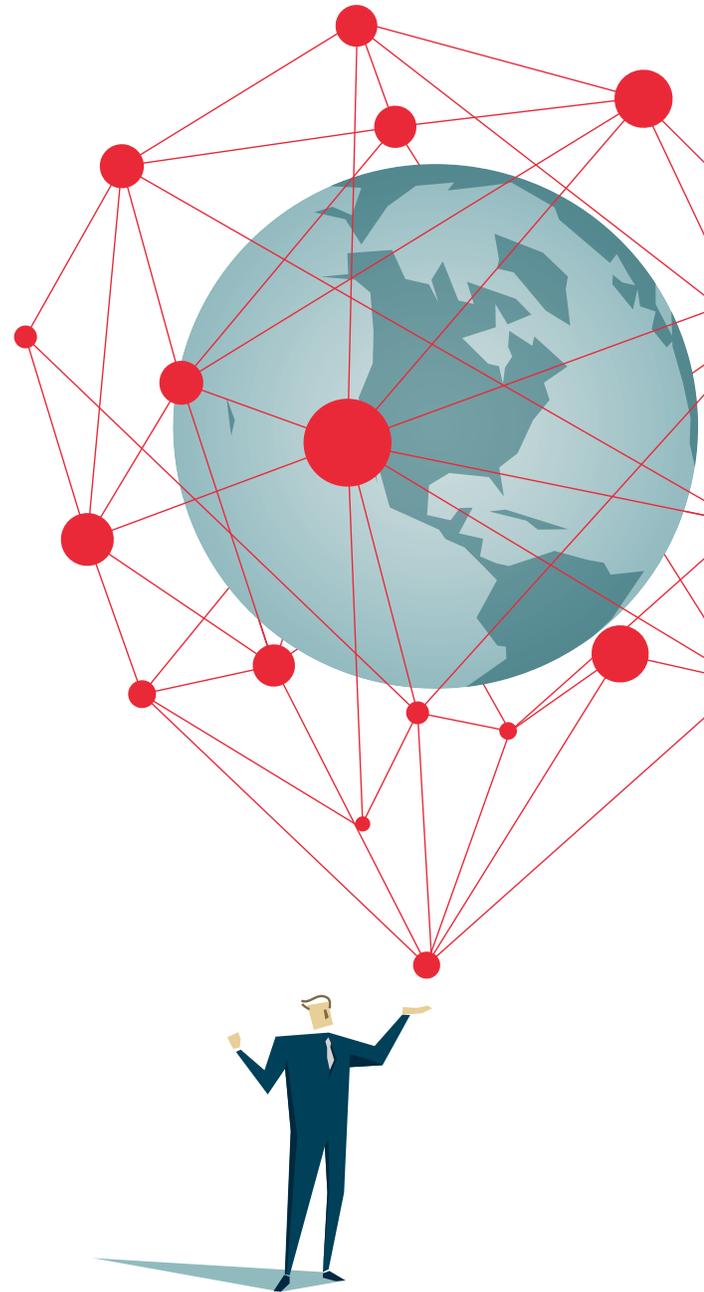
You can start anywhere and the same rules hold. A go-to-market strategy is less a set of individual tactics than a living organism, a single entity that evolves as a unit. From the standpoint of the organization, what matters is how your strategy works as a whole.

This is why managing a go-to-market strategy is so difficult: it requires that you attend to each piece while also staying aware of how the pieces work together.

## One platform to manage your strategy

Given how important your go-to-market strategy is, it's crucial that the solution you use to manage it gives you the power to administer the individual pieces of the strategy and keep track of how they all impact one another. A suite of disconnected tools can do the first, but it can't give you a view of the whole.

At Anaplan, we address this problem by offering a single, connected platform. This lets you manage your entire sales strategy from one place. Here's how.



## Anaplan for Sales: A single, connected platform

You can think of the elements in your go-to-market strategy as forming a giant honeycomb. Each activity feeds and builds on the others. What happens in one area of the honeycomb affects the rest.

The beauty of the Anaplan platform is that it enables you to develop each element in the system while also keeping track of the whole. Need a solution for incentive compensation? Our platform provides that. Account segmentation? We do that too. Quota and territory planning? We've got it covered.

But the real value of the Anaplan platform is its ability to manage all of these use cases at once, in a single place, in a way that gives you insight across components. That's why Anaplan for Sales stands in the middle of the chart above. It's a single location, a hub that extends out to cover all of the different elements of go-to-market strategy. It's where you design the future of your organization and execute your wider strategy.



“Anaplan is really one vision of the truth. You can look at it from all angles.”

ALYSON LOUGHEED, MANAGER OF SALES COMPENSATION, TELUS

## Technological advantages of the Anaplan platform

With so many other point solutions on the market, how can Anaplan alone give you the power to manage your entire go-to-market strategy, in a single place?

It begins with our platform. Unlike point solutions built to handle only a single use case—sales forecasting, for example, or territory and quota management—Anaplan is built on a powerful, fully configurable platform, one that can scale to accommodate any number of complex scenarios.

The Anaplan platform can be tailored to fit the needs of each use case in your sales strategy. It also connects these individual components in real time, ensuring that they all work as a connected, integrated whole. Because of Anaplan's patented in-memory, multi-dimensional calculation engine Hyperblock™, even the most complex calculations happen near-instantaneously, and changes in any one area of the platform immediately ripple outward to all other areas.

Other technological advantages include:

### Cloud-native platform

The Anaplan platform was designed to operate wholly in the cloud. As a result, it can be implemented quickly, and can easily connect stakeholders from different regions and geographies. This enables true collaboration across functions.

### Hyperblock™ engine

At the heart of the Anaplan platform lies its patented in-memory, Java-based planning engine, Hyperblock™. Hyperblock™ was built to support rapid calculation on large datasets. Calculations involving billions of cells, hundreds of models, or thousands of users can be deployed with zero slowdown in calculation time.

### Shared data across the enterprise

Because Anaplan pulls in data from every part of the enterprise—from financial forecasting to headcount planning and from marketing promotion planning to demand management—sales leaders no longer have to work with incomplete information to chart out their go-to-market strategy. Similarly, executing on the go-to-market strategy becomes much easier, as sales leaders, managers, and salespeople can make strategic decisions in full communication with one another and with complete information.

### “What if” scenario planning and predictive algorithms

Anaplan's powerful calculation engine allows users to simulate any number of potential scenarios and instantly assess the effects changes might have across the platform. Sales leaders can model potential scenarios for any aspect of their sales strategy—modified territory plans, restructured headcount, expansion into new markets—and examine the potential consequences in real time, testing out new strategies before rolling them to the sales team.

“We've estimated a 70% reduction in time spent target-setting. This has freed up our field sales managers to spend more time with their sales teams and their customers.”

GLOBAL SALES DEVELOPMENT MANAGER, AMER SPORTS

## A plan for the future

Your go-to-market strategy encompasses a huge number of decisions. The Anaplan platform is where you combine them.

Tackle one issue at a time, or take on an entirely new strategy. Think small-scale, large-scale, and medium-scale, all at once. Change one aspect of your go-to-market strategy and see instantly how that change will affect the whole.

The Anaplan platform lets you do all of this on one platform. It's what lets you manage and deploy your go-to-market strategy in a way that suits the unique needs of your business.

One place to plan the future of your company. One place to make that future real.

