

Key Challenges and How We Solve Them

Territory Planning & Management

Anaplan

Challenges

- Lack of a connected & comprehensive SPM plan and strategy
- Lack of ability to align targets and personnel to initiatives in order to achieve overall targets
- Over or under serviced territories, leading to frustrated AEs who are unable to meet their targeted objectives driving higher than average YOY turnover

Anaplan Enablers

- Create fair and balanced territories, ensuring the optimal levels of rep activity and achievement
- Ability to model end to end SPM process to assist in areas of account scoring, territory balancing, quota setting, and compensation modeling
- Ability to balance the workload of the sales team, allowing them to drive efficiency, build better customer relationships, and increase quality leads

Business Value

- Reduce AE turnover and associated enablement costs
- Maximize market coverage
- Onboard new reps more efficiently, accelerating their time to full productivity



"The most powerful element of Anaplan is that our sales plan is no longer a black box. Our sales organization will have real-time access to their sales plan."

- Senior Manager of Sales Strategy and Planning