

## Key Challenges and How We Solve Them

# Sales Coverage & Capacity Planning

Anaplan

### Challenges

- Lack of alignment between sales strategy, sales headcount, and role definition
- Lack of visibility and alignment between top-down sales targets and bottom-up deployed quotas
- Misalignment between the number of heads/territories needed and when to fill those heads

### Anaplan Enablers

- Ability to model multiple coverage scenarios and GTM strategies to determine best mix of sales roles
- Prescribe and align top-down targets to balance with bottom-up capacity
- Driver-based planning to determine how many headcounts, which types of headcounts, and when those headcounts are needed

### Business Value

- Reduce AE turnover and associated enablement costs
- Maximize market coverage
- Optimize coverage model and control cost of sales of increasingly complex GTM models

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"Anaplan really is a platform that is a mix of multiple capabilities from the end user perspective: it's a collaboration tool, it's a data rollup tool, and it's an analytic tool."

- Director, IT Business Engagement and Solution Management