

# 3 STEPS TO BUILDING A HIGH-PERFORMANCE SALES TEAM

## CURRENT REALITY: IT'S A TOUGH ENVIRONMENT FOR SALES LEADERS



**42%**  
of reps don't hit their number<sup>1</sup>



**40%**  
rely on instinct to make territory, quota and incentive decisions<sup>2</sup>



**48%**  
of incentive plans don't drive the desired results<sup>3</sup>

When sales teams are not optimized, revenue is impacted and morale is low. **TO GAIN A COMPETITIVE EDGE, MODERN SALES ORGANIZATIONS ARE FOLLOWING THESE THREE STEPS TO BUILDING A HIGH-PERFORMANCE SALES TEAM.**

## 1 MAXIMIZE RESULTS

### OPTIMIZE TERRITORY ALIGNMENT

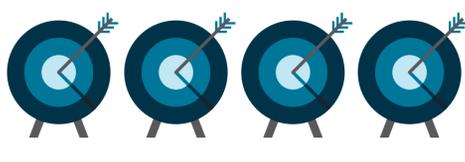
- Improve customer coverage
- Increase sales
- Reduce travel costs
- Balance account workload



**7%**  
increase in sales by optimizing territory design—without altering strategy or budget<sup>4</sup>

### ACCESS REAL-TIME PERFORMANCE DATA

- Assign meaningful quotas
- Clearly define success
- Eliminate overspend
- Don't rely on gut instincts



**4X**  
the growth in quota attainment for sales teams employing analytics vs. non-adopters<sup>5</sup>

### MAXIMIZE RESULTS: 4 CRITICAL AREAS ADDRESSED BY MODERN SALES PERFORMANCE MANAGEMENT TECHNOLOGY



## 2 MOTIVATE PERFORMANCE

### REWARD REPS THE RIGHT WAY

- Keep sales reps motivated
- Drive the right behaviors
- Empower managers with real-time performance data
- Automate and tailor sales compensation



**91%**  
of world-class firms' sales performance metrics are aligned with business objectives<sup>6</sup>

### GAMIFY TO FUEL ACCOUNTABILITY

- Boost intrinsic motivators
- Encourage collaboration
- Measure and reward with points, badges, and leaderboards
- Track individual performance



**71%**  
greater quota attainment for game mechanics users<sup>7</sup>

### MOTIVATE PERFORMANCE: 4 AREAS IMPROVED BY MODERN SALES PERFORMANCE MANAGEMENT TECHNOLOGY



## 3 MENTOR EFFECTIVELY

### PERFORM AT A HIGHER LEVEL

- Automate and share best practices
- Accelerate onboarding
- Improve forecast accuracy
- Optimize customer face-time



**82%**  
of world-class firms have a formal and highly-effective process for getting new hires to full productivity<sup>8</sup>

### COACH ANYWHERE, ANYTIME

- Change behaviors quickly
- Use scorecards for an unbiased view
- Create more 'A' players
- Engage reps in sales appraisals



**96%**  
of best-in-class firms have managers highly accountable for sales teams' continuous improvement<sup>9</sup>

### MENTOR EFFECTIVELY: 7 STEPS ENHANCED BY MODERN SALES PERFORMANCE MANAGEMENT TECHNOLOGY



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**SALES CLOUD**

1. CSO Insights, "Sales Performance Optimization Study"

2. The Economist Intelligence Unit, "CFO Research Services"

3. The Economist, "Data vs. Instinct"

4. Harvard Business Review, "Why Sales Teams Should Reexamine Territory Design"

5. Aberdeen, "Why Analytics?"

6. CSO Insights, "2016 Sales Best Practices Study"

7. Aberdeen, "Non-Cash-Sales Incentives"

8. CSO Insights, "2016 Sales Performance Optimization Study"

9. MHI Research Institute, "Decoding the Decision Dynamic, Executive Summary"