

Are Broken Formulas and Manual Sales Planning Hurting Your Performance?

THE REALITY OF Today's Sales Organizations



Only **69%** of organizations hit their revenue goals¹ **WHY?** sales reps are underperforming



In 2018, average quota attainment was only **54%**¹ and this year **57%** of reps are expected to miss quota²

WHY AREN'T REPS PERFORMING?

Ineffective sales planning



1/3 of companies perform little to no capacity planning³



64% struggle with accurate quota setting⁴



36% say they are effective at territory design⁵

THE REASON?

Manual and siloed processes



73% of enterprises still use spreadsheets to manage sales planning—even though **80%** of spreadsheets contain errors⁶

1/2 of companies lack the real-time analytics needed to course correct sales plans⁷

THE COST OF Manual Processes



up to **6%** in sales incentives are lost due to incorrect target setting⁸



up to **30%** lower quota attainment⁵



up to **15%** less revenue earned⁵



up to **10%** of sales opportunities missed⁹

THE IMPACT OF Data-driven Planning



14% higher quota attainment³



75% reduced planning time¹⁰



20% increase in productivity¹⁰



20% higher gross margin¹¹

PLUS, THE ABILITY TO course-correct sales plans in real time

WANT MORE INFORMATION about how you can design a killer sales plan?

Download the "Complete Sales Planning Handbook."

SOURCES: ¹CSO Insights, ²2019 Salesforce State of Sales, ³Xactly Sales Planning data, ⁴Alexander Group, ⁵Optimizing Sales Territory Design: SMA 2018 Research Update, ⁶2018 Sales Compensation Administration Best Practices Survey, ⁷Ventana Research, ⁸Accenture, ⁹Gartner, ¹⁰Simon & Kucher, ¹¹Harvard Business Review