

THE SALES LEADER'S GUIDE TO XACTLY INSIGHTS™

5 Effective Ways for You to Use Xactly
Insights to Boost Sales Team Success

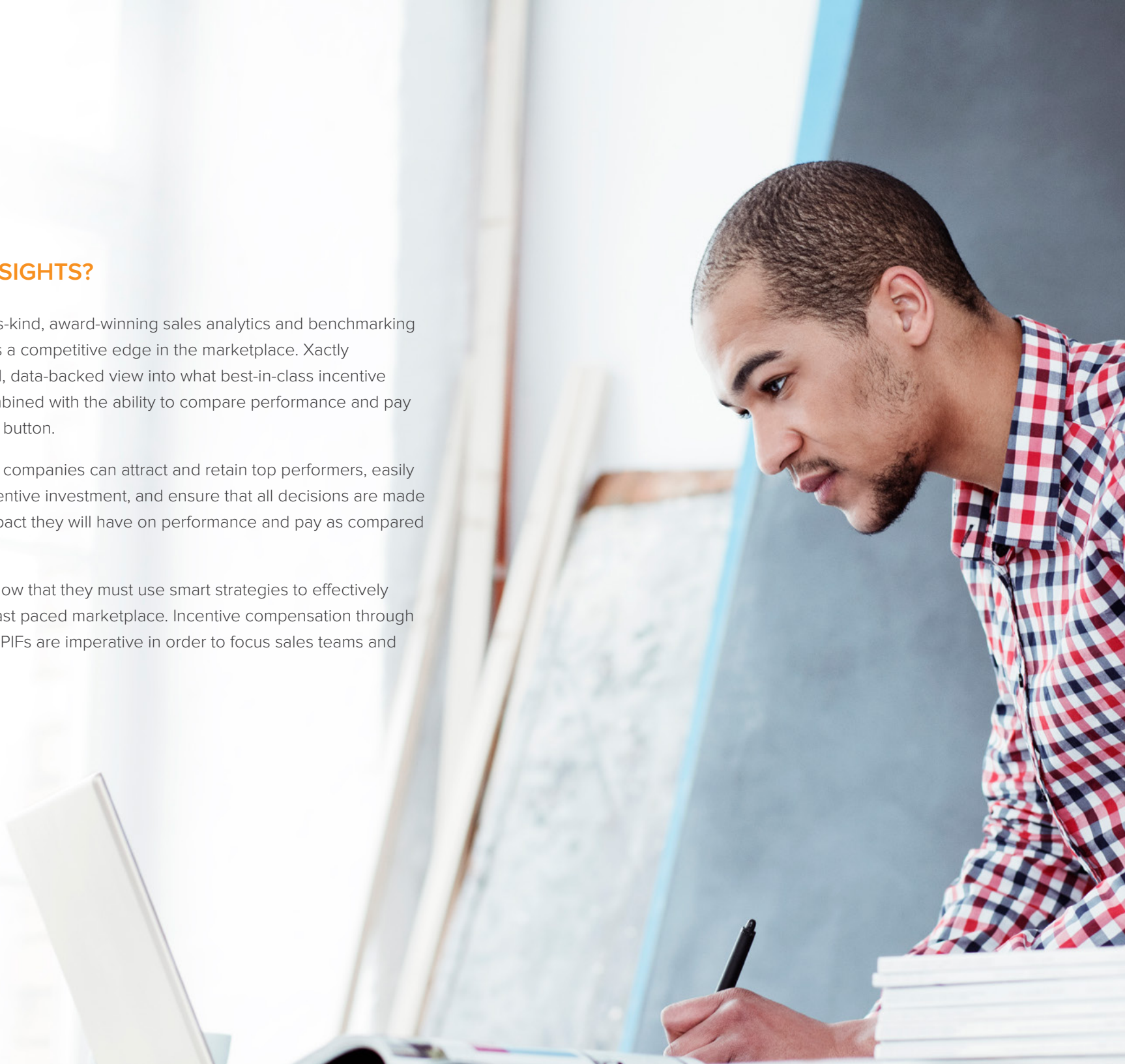
eBook

WHAT IS XACTLY INSIGHTS?

Xactly Insights is the first-of-its-kind, award-winning sales analytics and benchmarking solution that gives companies a competitive edge in the marketplace. Xactly Insights provides an empirical, data-backed view into what best-in-class incentive compensation looks like, combined with the ability to compare performance and pay to the market with a click of a button.

By leveraging Xactly Insights, companies can attract and retain top performers, easily track the true ROI of their incentive investment, and ensure that all decisions are made with full knowledge of the impact they will have on performance and pay as compared to the market.

Experienced sales leaders know that they must use smart strategies to effectively compete and win in today's fast paced marketplace. Incentive compensation through commissions, bonuses, and SPIFs are imperative in order to focus sales teams and boost their performance.





BY USING XACTLY INSIGHTS, YOU CAN:

Build more competitive compensation plans.

Who doesn't want to have the most competitive plans out there? The incentive plans you build are critical to your company's success. In today's competitive environment, it is vital to ensure that you're paying for truly excellent, market-validated performance so that your top performers feel valued, and so other team members have plan elements driving them to new levels of activity.

Increase performance across your sales team.

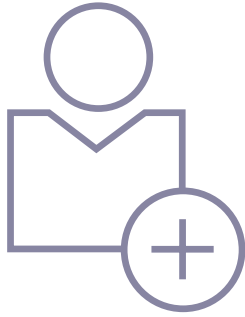
Sales teams will respond to the right incentives, and Xactly Insights will show you how various plan elements are performing so that you can ensure you have the right incentives in place to drive the behaviors you want. Visibility into peer companies has long eluded sales managers, but with Xactly Insights you can see how performance vs. peer companies changes with each adjustment to the incentive plan. These comparisons are based on current market data, rather than reported and dated survey information.

Boost your ability to attract and retain top performers.

There isn't a sales leader out there who doesn't think about recruiting rock star sales reps, or keeping them long term. Incentive compensation plans that are competitive for both your industry and your peer group help you do just that. Once that talent is on-boarded, you need to keep them by ensuring that top performance results in appropriate, market-based pay.

Now that you know many of the benefits of Xactly Insights, let's move into the practical application and use-cases for the product.

5 XACTLY INSIGHTS USE-CASES



1. Recruiting

The Challenge: Sales leaders are always looking for ways to attract top sales reps to accelerate sales performance and build high-growth teams.

The Solution: Xactly Insights offers a real-time look at plan results, and can be used as evidence of a company's ability to achieve corporate goals and reward sales accordingly at any time – throughout both the year and in specific recruiting cycles.

Your Competitive Advantage: Most companies will try to sell prospects on all of the benefits of joining their company. Xactly Insights offers empirical proof as to why choosing a company would be beneficial for a prospect.



2. Retention

The Challenge: Once a sales organization acquires rock-star reps that are consistently hitting or surpassing their goals, the new challenge is making sure you keep them.

The Solution: Xactly Insights offers real time visibility into plan results, and can be used as part of the sales performance management program. Sales management can evaluate the performance of sales reps against their peers, but also can leverage the data as a baseline for bonuses, pay increases, or promotions – either during merit cycles or any time of the year.

Your Competitive Advantage: Xactly Insights is an empirical source that can be used to show your sales reps why it is beneficial to stay with the company, as a tool to reward, and also as a way to coach reps to achieve and earn more.



3. Keeping Your Edge

The Challenge: Sales leaders are constantly concerned with whether or not their teams are competitive – not only with one another, but with the larger market as well.

The Solution: Each month as companies close their books, sales management can track their ongoing achievement and gauge where they are in relation to the competition.

Your Competitive Advantage: If a company is behind the market, they can run programs or contests and provide coaching to assist in accelerating both sales and the earnings of their teams.

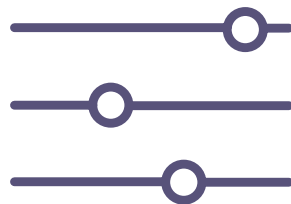


4. Making Directional Plan Adjustments

The Challenge: While large scale plan changes may be necessary, there are indicators that can provide companies a glimpse into the opportunity to make small adjustments that will positively impact sales outcomes.

The Solution: As companies close their books monthly, sales management can track their ongoing achievement and payouts to gauge where they are in relation to the competition. They can use this to evaluate whether to run specific contests or SPIFs, as well as to give them clarity around the need for quota adjustments.

Your Competitive Advantage: Xactly Insights provides the transparency necessary to allow companies to be agile in their plan evaluation. No longer do companies need to wait until the end of the year to evaluate their performance and make impactful changes.



5. Aligning Sales Goals with Corporate Objectives

The Challenge: Leadership should be evaluating plan effectiveness to ensure that their sales compensation is motivating the desired behavior from their sales teams and aligning with corporate goals.

The Solution: Annually, companies should look at their plans and outcomes to evaluate if plan changes are needed, and to allow time for rolling out the plan and socializing it with sales.

Your Competitive Advantage: To optimize performance, a company has to be open to changing their approach to sales compensation – especially if they are not getting the desired behavior from sales.





CONCLUSION

Xactly is the only company in the industry capable of this cross-industry and cross-company analysis. From inception, we designed our multi-tenant SaaS platform to anonymize and aggregate incentive plans, results, and associated performance. This data, consisting of tens of thousands of incentive plans, and hundreds of thousands of sales reps, is available for our customers to use to enable their analysis of performance vs. peers, motivate their sales teams with empirically tested plan measures, and optimize their incentives.

Make smarter decisions with your incentive compensation using real data. Connect with us and see how it can work for you.



“We purchased Xactly Insights to enhance our executive reporting and validate our strategy with benchmarking to assure that we could recruit, retain and properly reward top sales talent.”

LeeAnn Benavidez

VP Sales Ops - Americas, Hya

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