

# 2018 MID-MARKET STUDY ON SALES AND INCENTIVES



**ONLY 50% OF COMPANIES** reported that they make any forecasting or compensation adjustments in response to sales force attrition.

## COMPENSATION CONCERNS

are a top reason sales reps leave organizations voluntarily, and the average cost to replace a rep is **\$115,000**.



**85% OF MIDDLE MARKET** enterprises still use spreadsheets to manage incentive plans

## USING SPREADSHEETS

**46% OF SALES REPS WILL BE PAID INCORRECTLY** after a 5% error in compensation calculation



hours spent per month compiling and analyzing compensation data from spreadsheets



weeks spent completing commission payouts using spreadsheets

## USING AUTOMATION TOOLS



Organizations can reduce data entry and retrieval time **UP TO 70%**



**71% OF COMPANIES** using automated compensation tools spend **2 weeks or less** completing commission payouts

## HIGH PERFORMANCE SALES INCENTIVE PLAN MUST-HAVES

1. Powerful Incentives
2. Challenging Goals
3. Executive Level Collaboration
4. No Cap on Commissions
5. Accurate, Timely Commission Payments



Effective sales management practices help organizations **ACHIEVE 20% HIGHER QUOTA ATTAINMENT.**

Salesforce is the global leader in customer relationship management (CRM), helping companies connect with their customers in a whole new way. Founded in 1999, Salesforce enables companies of every size and industry to take advantage of powerful, Fourth Industrial Revolution technologies—cloud, mobile, social, Internet of Things, and artificial intelligence—to get closer to their customers.

Xactly delivers a scalable, cloud-based enterprise platform for planning and incentive sales organizations. With over 10 years of historical compensation insight gathered from thousands of customers, Xactly's comprehensive CRM data set is unparalleled in the industry.