

#### Are Broken Formulas and Manual Sales Planning Hurting Your Performance?

## THE REALITY OF Today's Sales Organizations



Only **69%** of organizations hit their revenue goals<sup>1</sup> **WHY?** sales reps are underperforming



In 2018, average quota attainment was only **54%**<sup>1</sup> and this year **57%** of reps are expected to miss quota<sup>2</sup>

#### Ineffective sales planning

WHY AREN'T REPS PERFORMING?

\_\_\_\_



capacity planning<sup>3</sup>



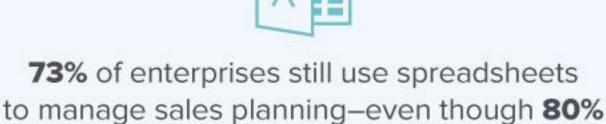
setting<sup>4</sup>

THE REASON?



territory design<sup>5</sup>

#### Manual and siloed processes



of spreadsheets contain errors<sup>6</sup>

1/2 of companies lack the real-time analytics

needed to course correct sales plans7

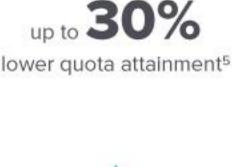
THE COST OF

Manual Processes

### Q



less revenue earned5



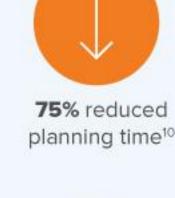
# up to 10% of sales opportunities missed9

# THE IMPACT OF

Data-driven Planning



20% increase



20% higher

in productivity<sup>10</sup> gross margin<sup>11</sup>

course-correct sales plans in real time

PLUS, THE ABILITY TO

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

SOURCES: "CSO Insights, "2019 Salesforce State of Sales, "Xactly Sales Planning data, "Alexander Group, "Optimizing

Download the "Complete Sales Planning Handbook."

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