

## Boost Sales Performance with KEA SPM Playbook

Are disjointed, laborious and inefficient sales operation processes holding your team back? Our expert solution helps you improve your sales planning processes to **drive higher revenue, lower sales costs, and increase productivity**. Unlock your team's full potential, maximize business growth, and outpace the competition with a more agile and intelligent planning process.

### KEA Sales Performance Management Framework:

We design technology solutions that bring together business users from cross-functional teams **on a single real-time platform**, creating a **seamless, insightful and collaborative sales planning process driven by automation, data intelligence, and process optimization**.



#### Account Segmentation with Predictive Insights

Leverage intent data and machine-learning models to predict your most valuable accounts and empower your sales reps with market insights to prioritize their accounts.



#### Capacity Planning

Ensure sufficient account coverage by optimizing your capacity through forecasted rep attrition and proactive hiring plans.



#### Territory & Account Management

Create fair and balanced territories through automated optimization. Enhance visibility into AE and overlay assignments to avoid over-stacking resources on the same territory.



#### Quota Modeling and Management

Efficiently allocate fair, accurate sales quotas by reviewing real-time impacts of territory changes; Administer top-down, bottom-up workflows within a single system.



#### Sales Forecasting

Prioritize opportunities with intent insights, driving higher win rates and bigger deal sizes. Standardize sales forecasting methodologies to drive accurate forecasts.



#### Incentive Compensation Modeling

Automate compensation payouts and model comp plan design changes to maximize incentives and minimize overpayments.

## Challenges faced WITHOUT Effective Sales Planning Process:

- 1 Territory and Resource Misalignment:** Inefficient allocation of resources and/or overstaffed territories
- 2 Unbalanced & Inaccurate Quotas:** Limited visibility into the quota differences between direct sellers and overlay teams.
- 3 Overcompensating:** Poor compensation design due to inadequate modeling capabilities
- 4 Intensive Manual Data Aggregation:** Sales operations team and sales managers spent hours aggregating data from various sources
- 5 Missed Sales Goals:** Missed revenue target due to out-of-date data and inconsistent forecast methodologies
- 6 Diverted Rep Attention:** Mundane operational tasks distract sales teams' focus from selling

## Realized Benefits of Effective Sales Planning:

- 1 Faster plan roll-out:** Accelerated plan release by 1.5 months, improving Q1 pipeline curves by 20%.  
**Impact: +\$1M in Revenue/Year**
- 2 Improved Territory Allocation:** Improved data visibility and sales team collaboration led to more balanced and optimized territory coverage.  
**Impact: +\$3M in Revenue/Year & + \$100K Commission Savings/Year**
- 3 Balanced Quota Assignment:** Identified \$20M quota imbalance among cross functional sales teams  
**Impact: +\$1M in Cost Avoidance/Year**
- 4 Productivity Gains:** Integrated 10+ datasets, saving 100 manual hours and boosting productivity by 25%  
**Impact: +400K Productivity Gains/Year**



**200+**  
clients



**175+**  
employees



**15**  
countries



**550+**  
projects

**Get Started Now!**

Contact us to learn more or  
receive a demo of this solution



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