

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**.



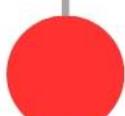
Account Segmentation with Predictive Insights

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 overstuffed 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

