

MANAGING THE MODERN SELLER: FOUR SPM LESSONS FOR SUCCESS

→ If you're reading this, you are likely paying out some form of base-plus-commission to your quota-carrying reps or channel partners. But are you deriving the maximum business value from a holistic Sales Performance Management (SPM) approach toward your incentive-oriented people, processes, and technologies?

<input type="checkbox"/>	<p>Investing in an incentive compensation management (ICM) solution? It needs to be fully integrated with all other sales enablement technologies – CRM, social, CPQ, contracting – as well as be mobile-friendly, include intuitive workflows and complex hierarchies, and always allow for short-term adjustments linking fast-change behaviors to compensation and performance results.</p>
<input type="checkbox"/>	<p>Sales performance and compensation data must be instantly accessible to all quota-carriers. B2B sales reps deserve an intuitive, instant-access, mobile-friendly view of “how I am doing.” Properly deployed ICM solutions should create real-time scorecards for reps and managers – Best-in-Class organizations are 18% ahead of others here – and equally user-friendly business rule configuration tools for the sales operations team supporting the platform.</p>
<input type="checkbox"/>	<p>Social sales management is here to stay. Today’s “millennial” employees, having grown up natively in socially-connected, constantly sharing environments, are a natural fit for initiatives that leverage user-generated content to trade sales tips and track team-selling compensation scenarios based on winning deals. Best-in-Class companies are 75% more likely than under-performers to aggregate all relevant sales assets and work products in a central repository, supported by a “feed” for updates and communication among both reps and managers.</p>
<input type="checkbox"/>	<p>The days of gut-driven sales coaching are gone. Companies utilizing analytics to better coach sales reps achieve 20% better quota attainment, and see 25% more reps achieve annual quota, compared to non-analytical firms. These data represent highly efficient insights into what historically created successfully won sales deals, what didn't work out, and an easy path toward replicating those positive outcomes more frequently.</p>



→ [Read the full report: Beyond the Commission: Will You Stay Ahead of the SPM Maturity Curve?](#)