

# SPM FOR TOMORROW'S LEADERS: HOW TO BUILD A BEST-IN-CLASS SALES EMPLOYEE LIFECYCLE

Traditionally seen as “those cowboys over in Sales,” B2B sellers are naturally different from most other corporate job roles and employee personas. Fairly or not, they’ve often earned a reputation as mavericks allowed to operate outside of behavioral norms; they hold more of the fate of the company’s fortune in their hands than any other line of business; and their compensation leans far more heavily toward base-plus totals in their W-2. Here is how top performers deploy effective Sales Performance Management initiatives to create a win-win for all parties: sellers, managers, companies, and customers.



## Best-in-Class companies are:

46%

stronger in providing Sales with on-demand access to best practices, knowledge, or sales tools

31%

more often promoting formal collaboration between Sales and HR leaders to ensure best-practice utilization for sales hiring, on-boarding, succession planning, or learning and development

26%

better at providing sales reps with automated solutions to forecast their performance against goal and / or their likely compensation

23%

more likely to deploy customized sales performance reporting from historical, current or anticipated individual / team sales achievements

as compared to all others.



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

**The bottom line:** From pure ICM deployment approaches – making sure they are integrated, mobile, and social – to the nuances of holistically managing a historically intense set of employees, with guidance from HR and technology tools co-opted from IT, Best-in-Class companies lean forward to leverage the most potential from their people, process, and solutions.