

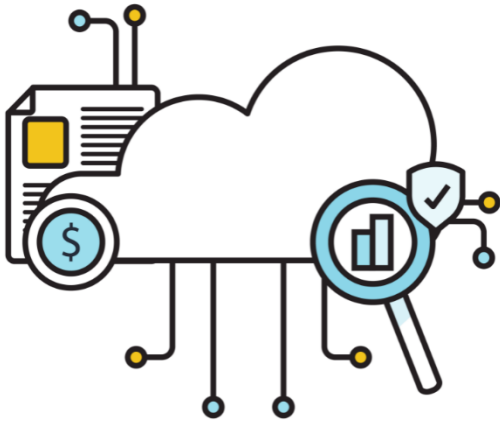
# Sales Planning Optimization

How **connected sales planning** improves sales target accuracy

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## OVERVIEW

Accurate sales forecasts are necessary to stay competitive in today's market. Implementing a sales performance management solution is a great place to start – driving scalability, speed, and agility in your sales planning process.



Typically, companies will start by assessing their sales territories and quotas, segmenting accounts based on historical performance data or current sales rep capacity. This can result in stalled growth and a lack of visibility to achieving financial targets.

**Anaplan** empowers sales operations to provide realistic annual growth targets to

leadership leveraging business and market intelligence to build a bottom-up strategy for revenue potential.

Identify the delta between finance's top-down financial targets and sales operation's bottom-up sales targets to determine financial goals within capacity.

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*Spaulding Ridge + Anaplan provide a best in cloud solution to address challenges and streamline sales performance management.*

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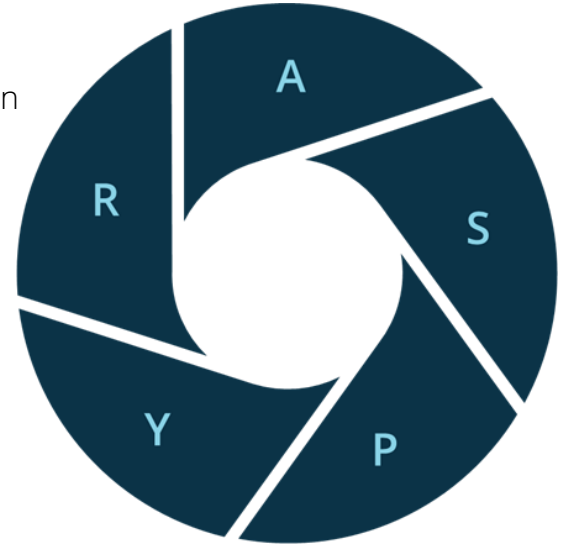
## CHALLENGES for SALES OPERATIONS

- Inaccurate sales forecasts
- Stalled growth
- Missed quotas and financial targets
- Significant time spent aggregating and consolidating data
- Inefficient sales process

## SOLUTION

Aspire higher with **Spaulding Ridge's ASPYR™ solution** for territory and quota optimization utilizing **Anaplan**. Our solution breaks down the process into **five simple steps**:

1. **Assess the market**  
Confirm you are targeting the right prospects and accounts based on their propensity to buy.
2. **Segment to potential**  
Determine segments based on account alignment to GTM potential.
3. **Produce capacity gap to top-line**  
Calculate sales capacity to ensure adequate headcount.
4. **Yield equitable coverage**  
Model territory coverage and assign based on sales rep capacity.
5. **Realign quota**  
Sales targets distributed based on bottom-up contribution.



## OUR VALUE PROPOSITION

**Anaplan's connected planning** capabilities provide a platform for flexible, streamlined planning and forecasting that's built to be user-friendly and business driven.

**Spaulding Ridge** brings unparalleled technical and functional expertise and the ability to drive efficiency and forecast accuracy for organizations through **Anaplan's** powerful connected planning solution.

*Sound like the right solution for your business?*

**Spaulding Ridge** is a **Global Strategic Partner**, equipped to manage your solution implementation and transformation.

## Want to Learn More?



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