



SALESGLOBE

sales

www.SalesGlobe.com
(770) 337-9897
+44 (0)20 7250 4754

rethink

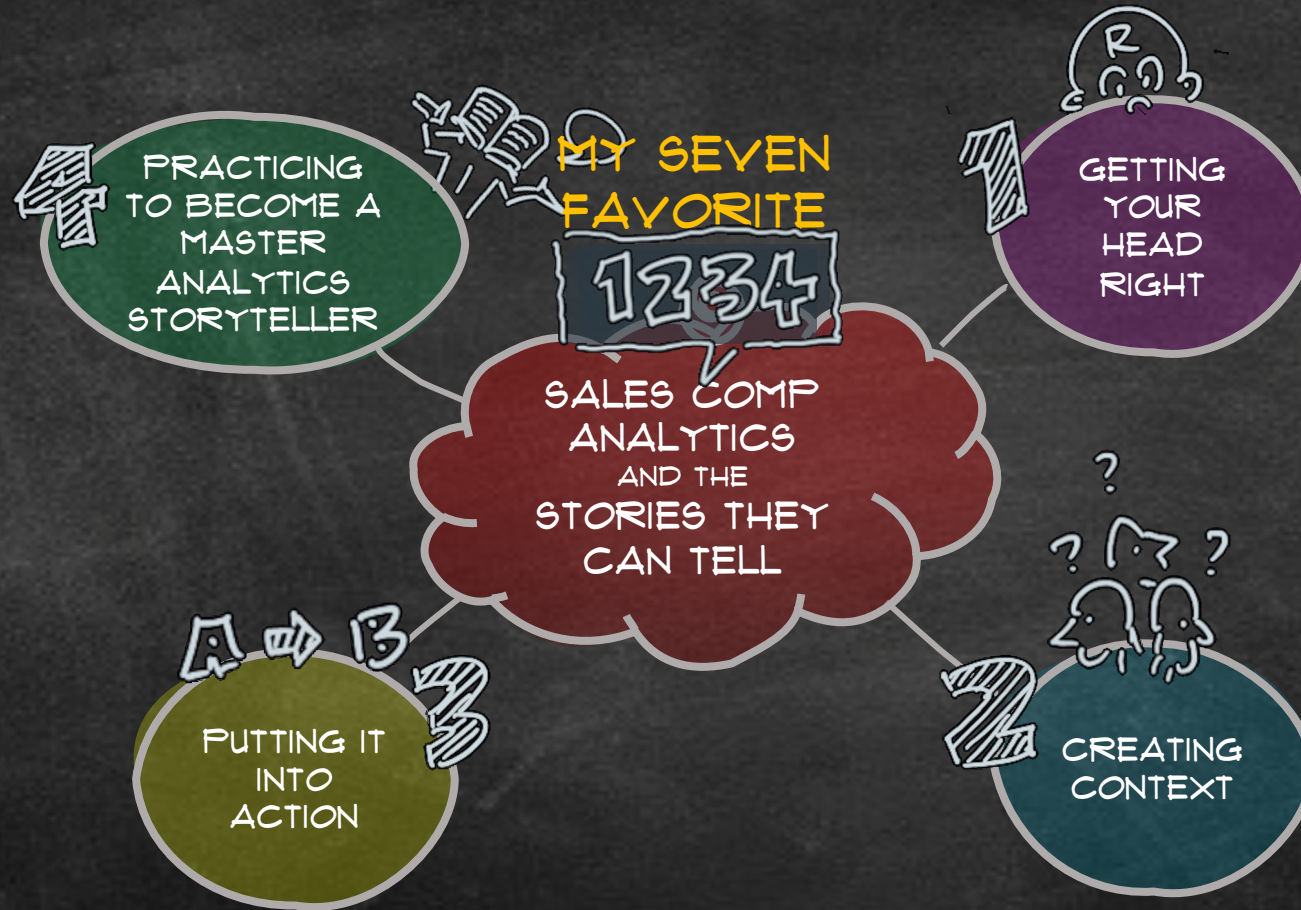
MY SEVEN FAVORITE SALES COMP ANALYTICS AND THE STORIES THEY CAN TELL

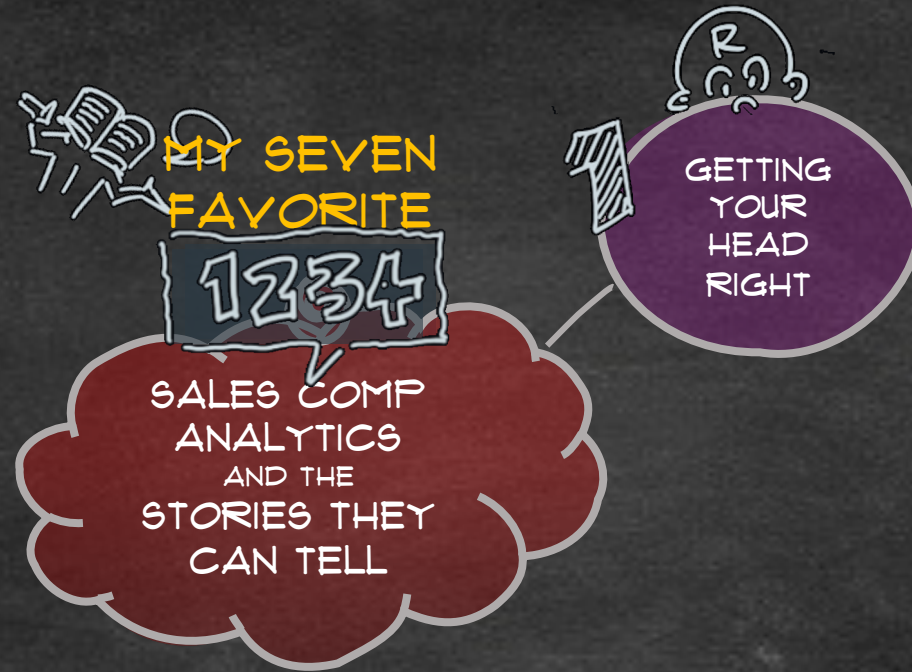
Mark Donnolo
Managing Partner

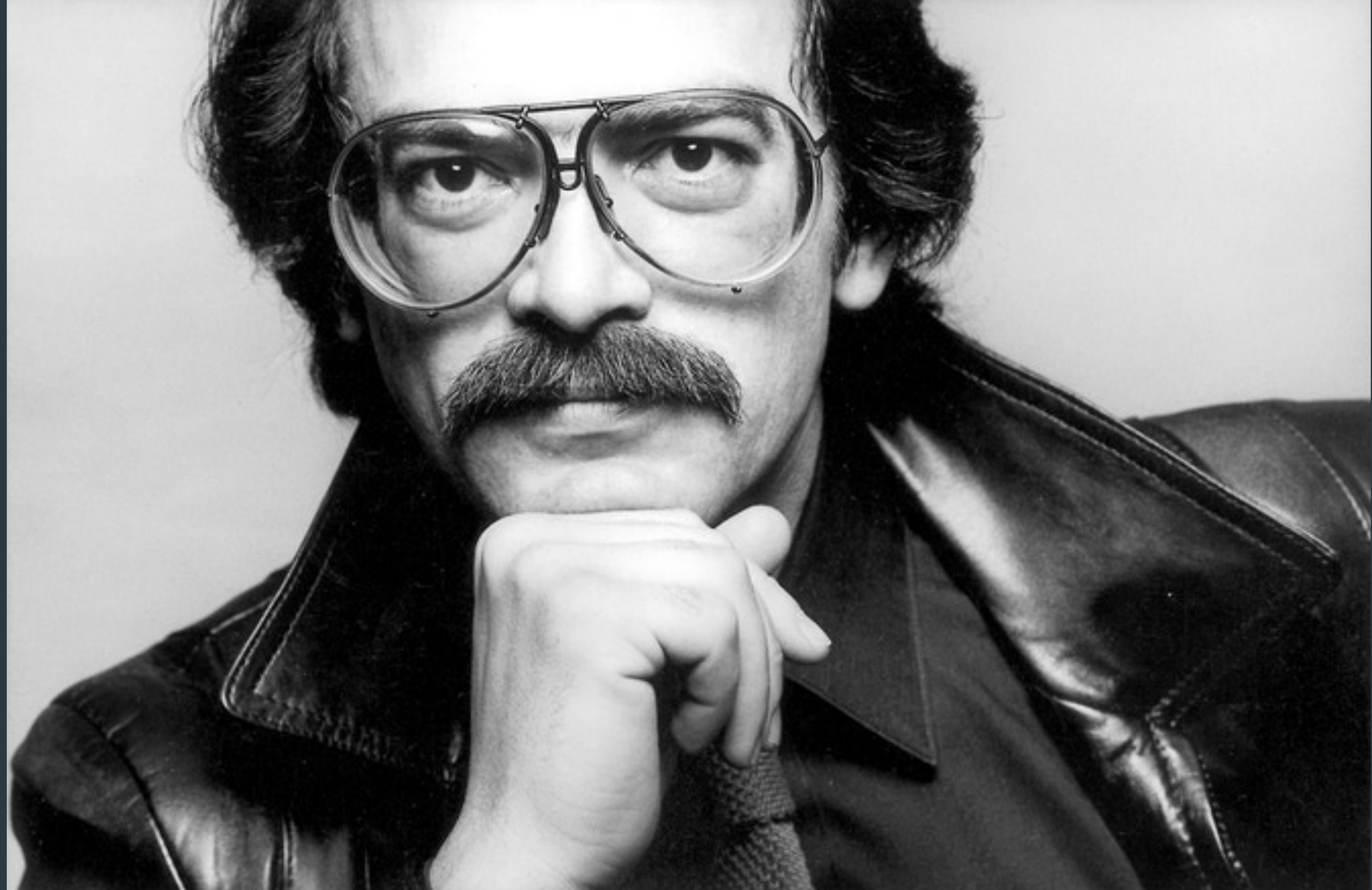
MY SEVEN
FAVORITE

1234

SALES COMP
ANALYTICS
AND THE
STORIES THEY
CAN TELL





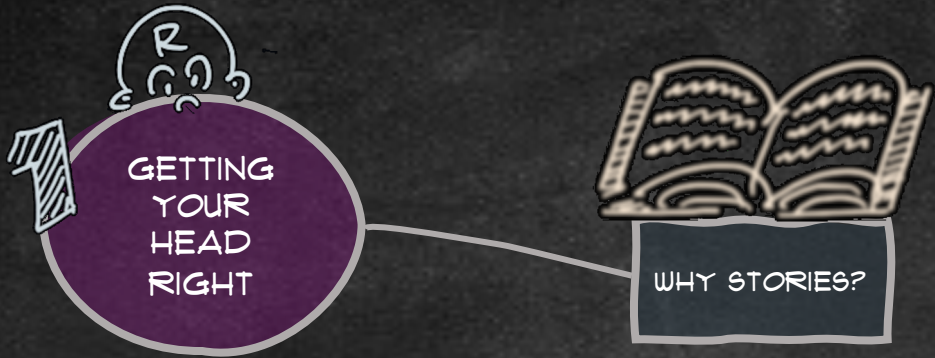




- COMFORT IN NUMBERS...
- ANALYTICS= "CERTAINTY"
- OUR HARD WORK.
- OVER-TAX THE VIEWERS' BRAINS.
- FORCING THEM TO DO THE DECIDING.

SHOULD...

- RESPOND TO A CHALLENGE OR PROBLEM.
- THE SUPPORTING CAST, NOT THE STAR.
- HAVE A CAUSE. SOMETHING YOU WANT YOUR VIEWER TO DO.



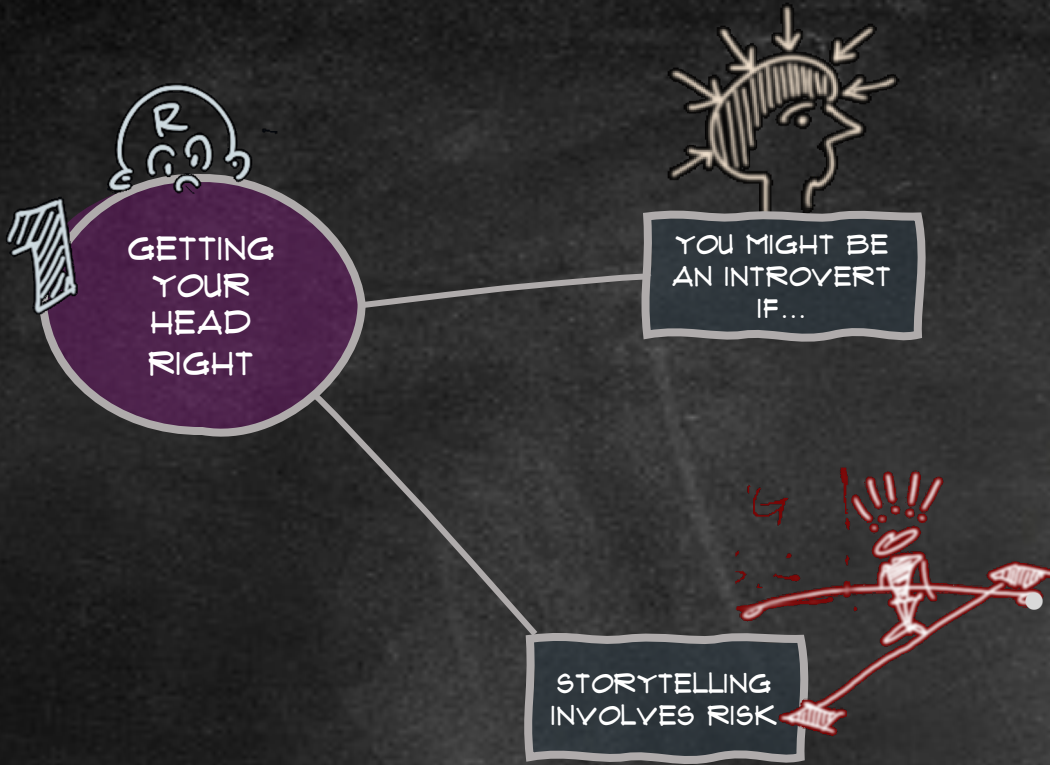
- STORIES ENGAGE.
 - THEY LEVERAGE OUR PRIMAL WIRING.
 - BEFORE WRITING.
 - BEFORE ANALYTICS.
- HOW WE LEARNED AS CHILDREN / IN YOUR JOB.
- MAKE YOUR ANALYTICS MORE POWERFUL.
- MOTIVATE ACTION FROM YOUR AUDIENCE.



- LET'S GET INTO
YOUR HEAD

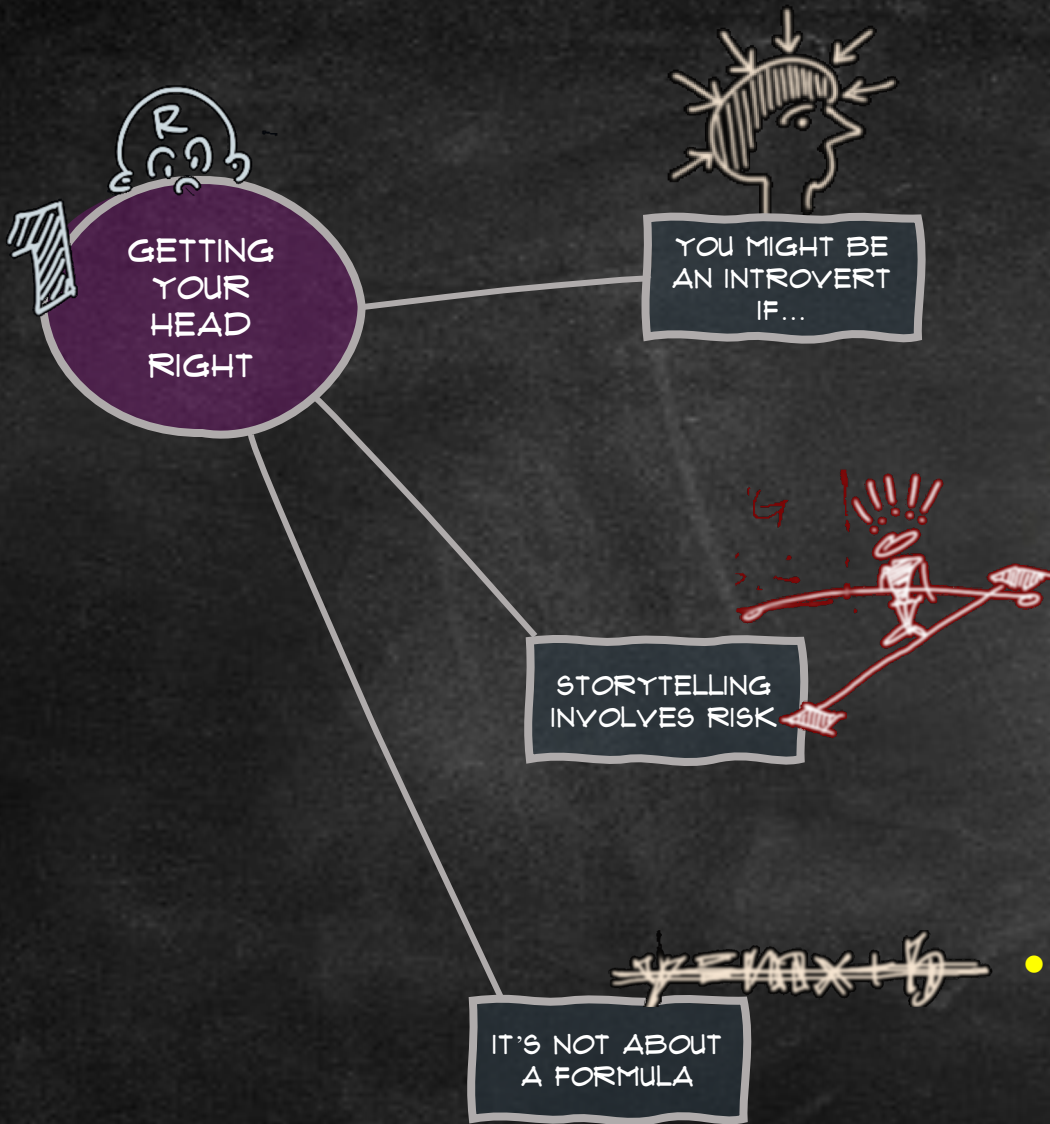


- WE'RE **OFTEN LEFT-BRAINERS**
- WE'RE **PASSIONATE ABOUT ANALYTICS.**
- DON'T USE THE SAME PART OF **OUR BRAINS.**
- DON'T HAVE THE **PATIENCE.**
- **WHAT'S UP WITH THIS STORY?
GET TO THE ANSWER!**



STORYTELLING IS RISKY.

- TAKING THE LEAP.
- WHAT IF THEY DON'T LISTEN?
- CAN'T BACK OUT.



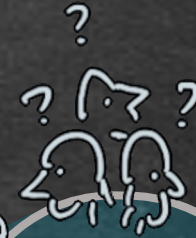
- NOT ABOUT A FORMULA.
- SETTING, CHARACTER, ACTION, CLIMAX, RESOLUTION.

MY SEVEN
FAVORITE

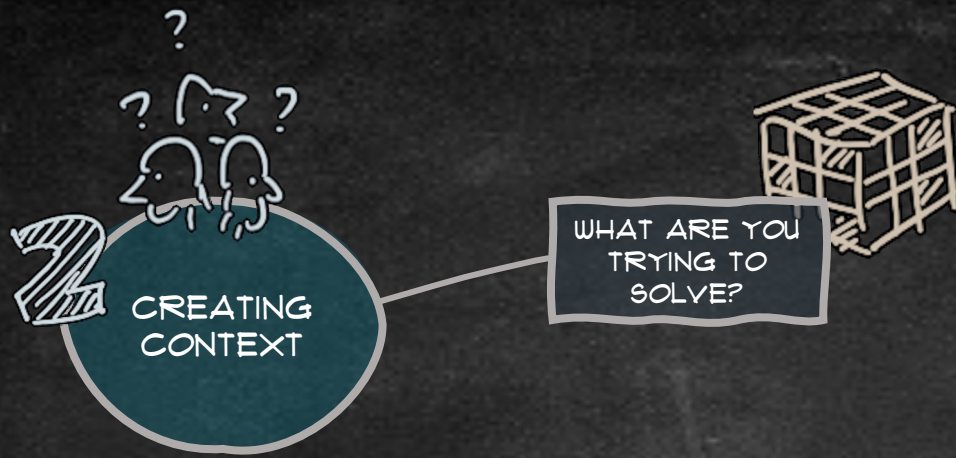
1234

SALES COMP
ANALYTICS
AND THE
STORIES THEY
CAN TELL

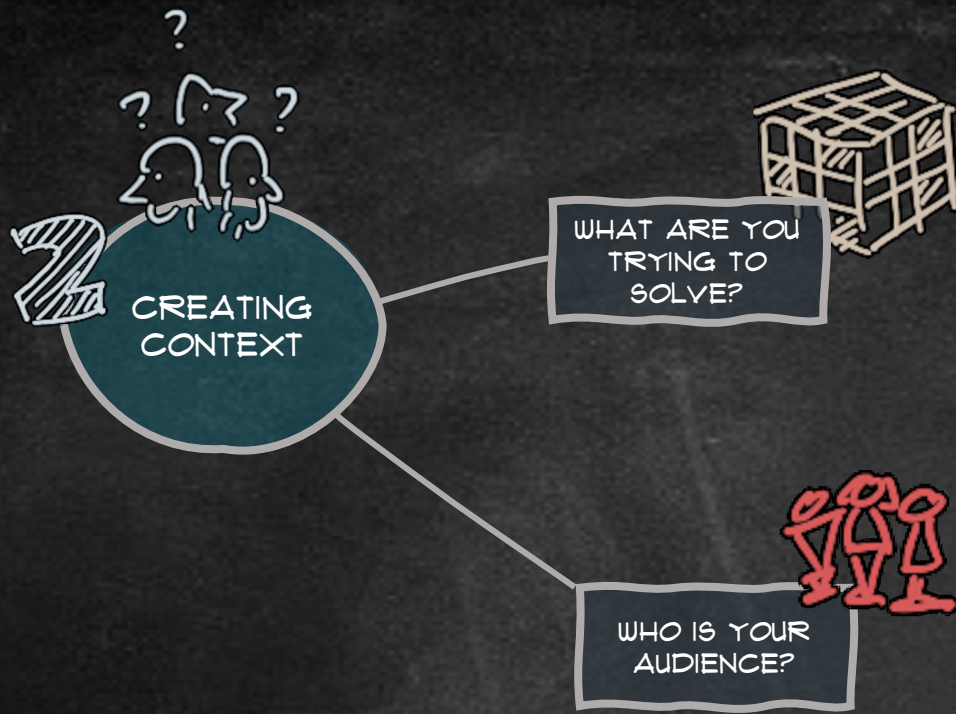
2



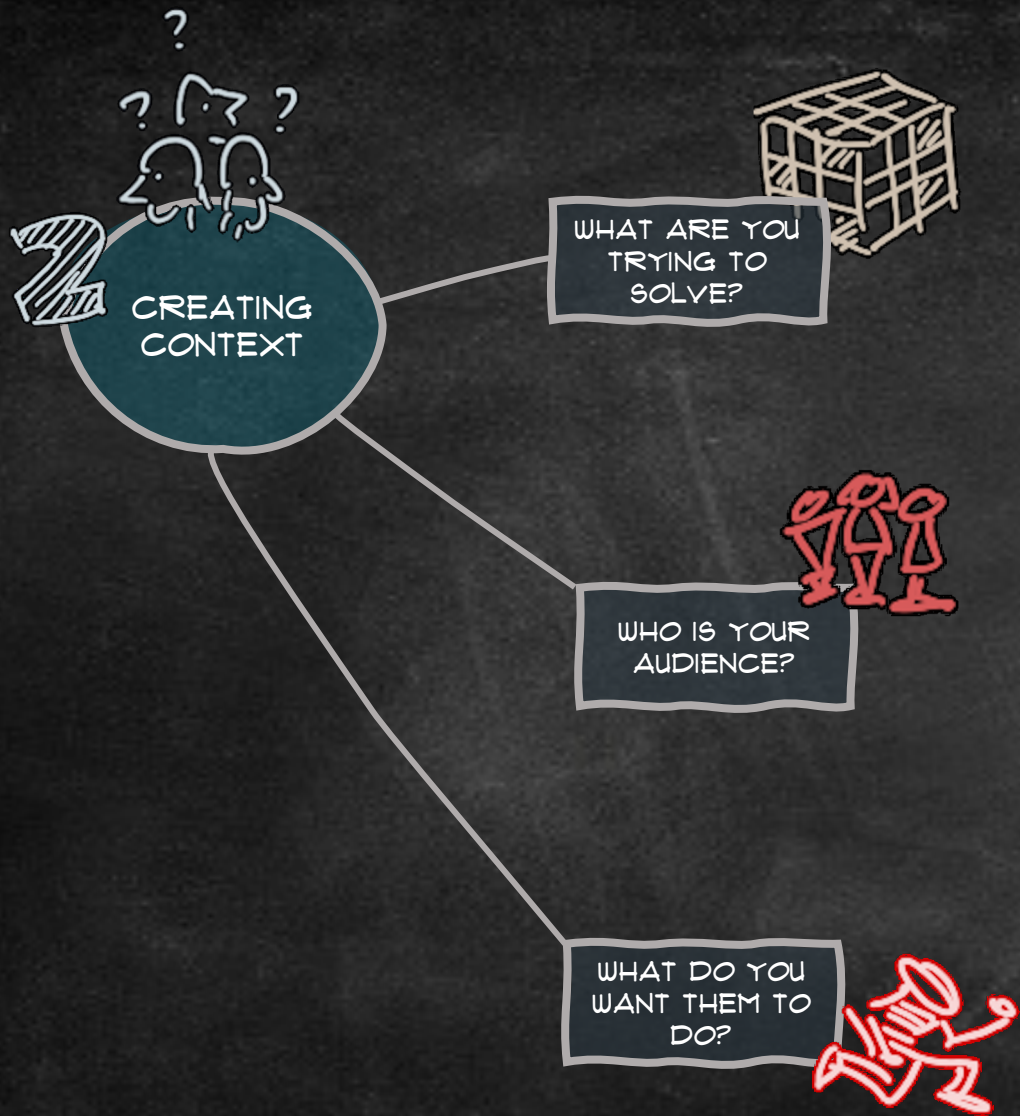
CREATING
CONTEXT



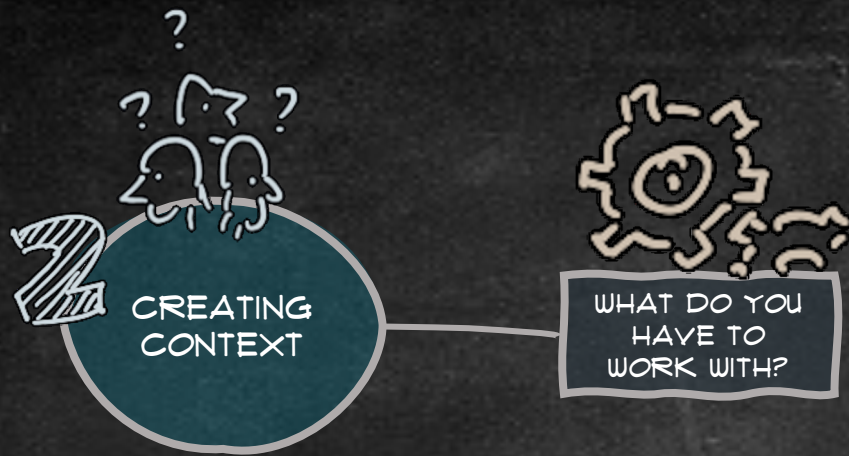
- STORIES TO **SOLVE**, NOT ENTERTAIN.
- WHAT'S YOUR **CHALLENGE QUESTION?**



- WHO NEEDS TO BE PERSUADED?
- HOW?
 - MESSAGE
 - PROOF SOURCE
 - MEDIUM
 - TIMING



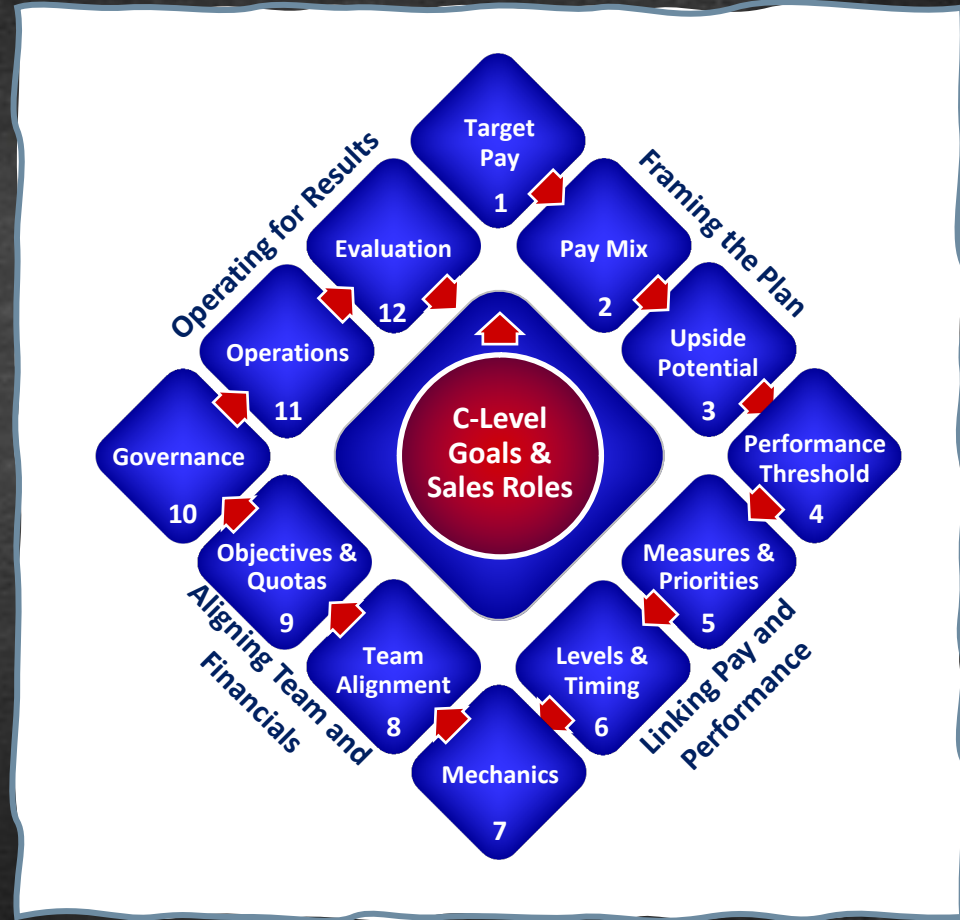
- MAKE A **CHANGE?**
- MAKE AN **INVESTMENT?**
- BUILD **CREDIBILITY?**



- THE ANALYTICS ARE YOUR TOOLS.
- START WITH YOUR CHALLENGE.
- YOU MAY HAVE A HYPOTHESIS.
- USE THEM TO FIND YOUR STORY.
- THEN BUILD THE STORYLINE.



THE SALES COMP DIAMOND IS A FOUNDATION





NOT TOO RIGID... CAPTURE THE READER AND MAKE THE POINT

SETTING

THE CURRENT
STATE

CHARACTER

WHO'S IMPACTED?

DO WE CARE?



PROBLEM

TROUBLE

HIGHLIGHTED BY YOUR ANALYTICS

REFERENCES YOUR CHALLENGE
QUESTION



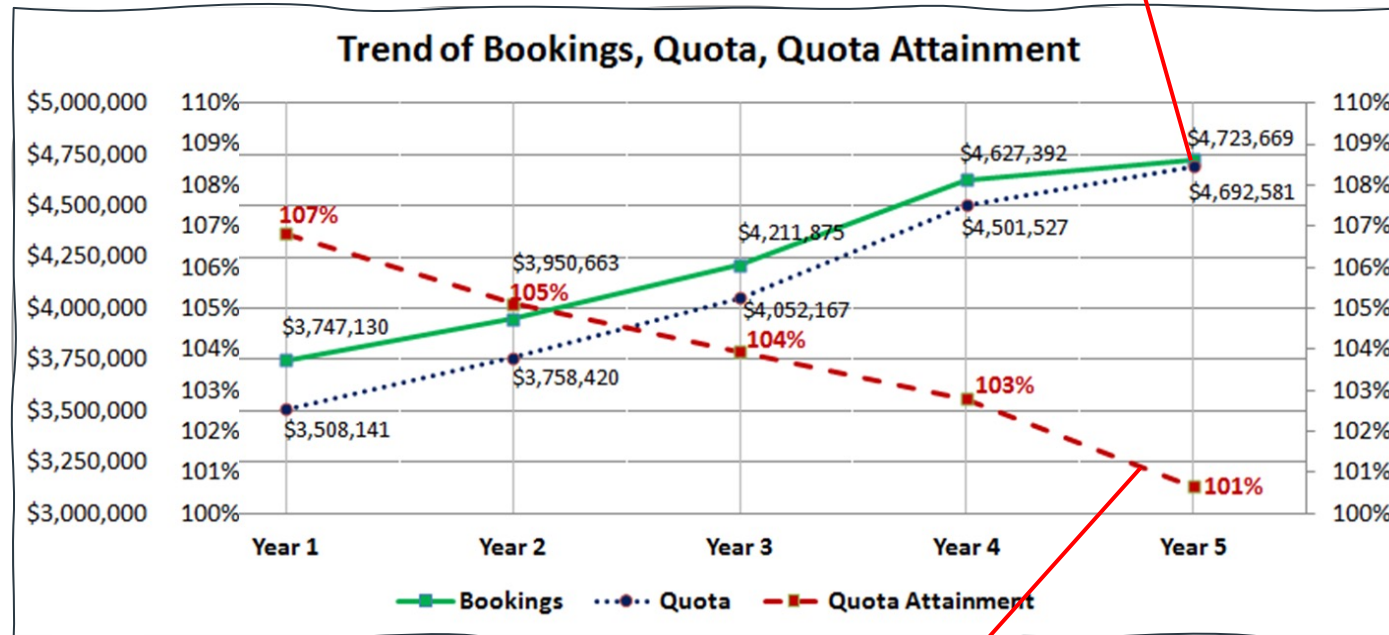
1. BUSINESS PERFORMANCE TREND

PROBLEM



*Aggressive
quota
increases
and under-
attainment.*

Increasing Quotas



STORY LINE:

*Quotas have
increased faster
than productivity,
resulting in
declining goal
attainment.*

Declining Organization Target Attainment

2A. REP GROWTH BY RPN

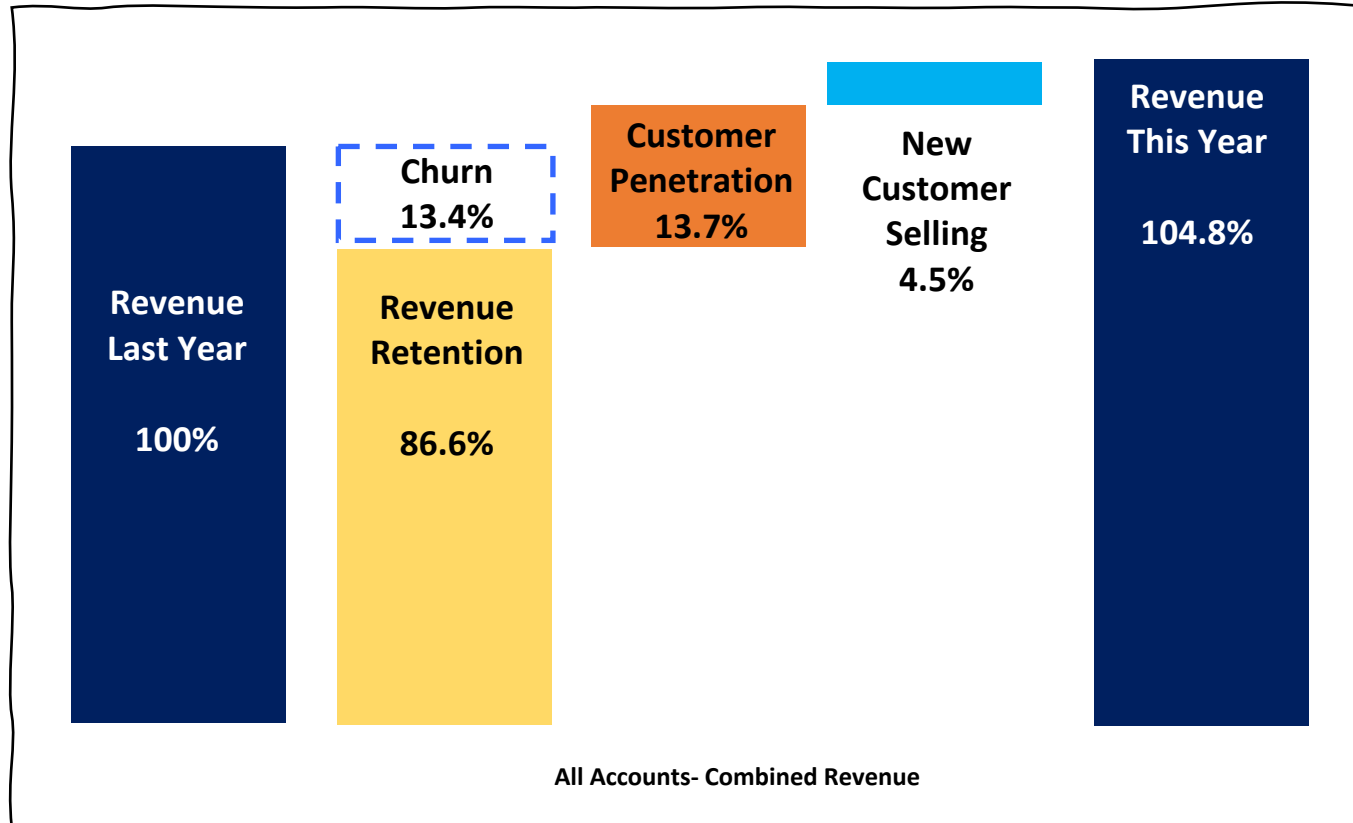


PROBLEM



*Lack of new
business
focus.*

Business Growth by Retention, Penetration, and New Customer Selling



STORY LINE:

We had to grow 21% to grow just 5%. Churn and weak new customer selling are holding us back.

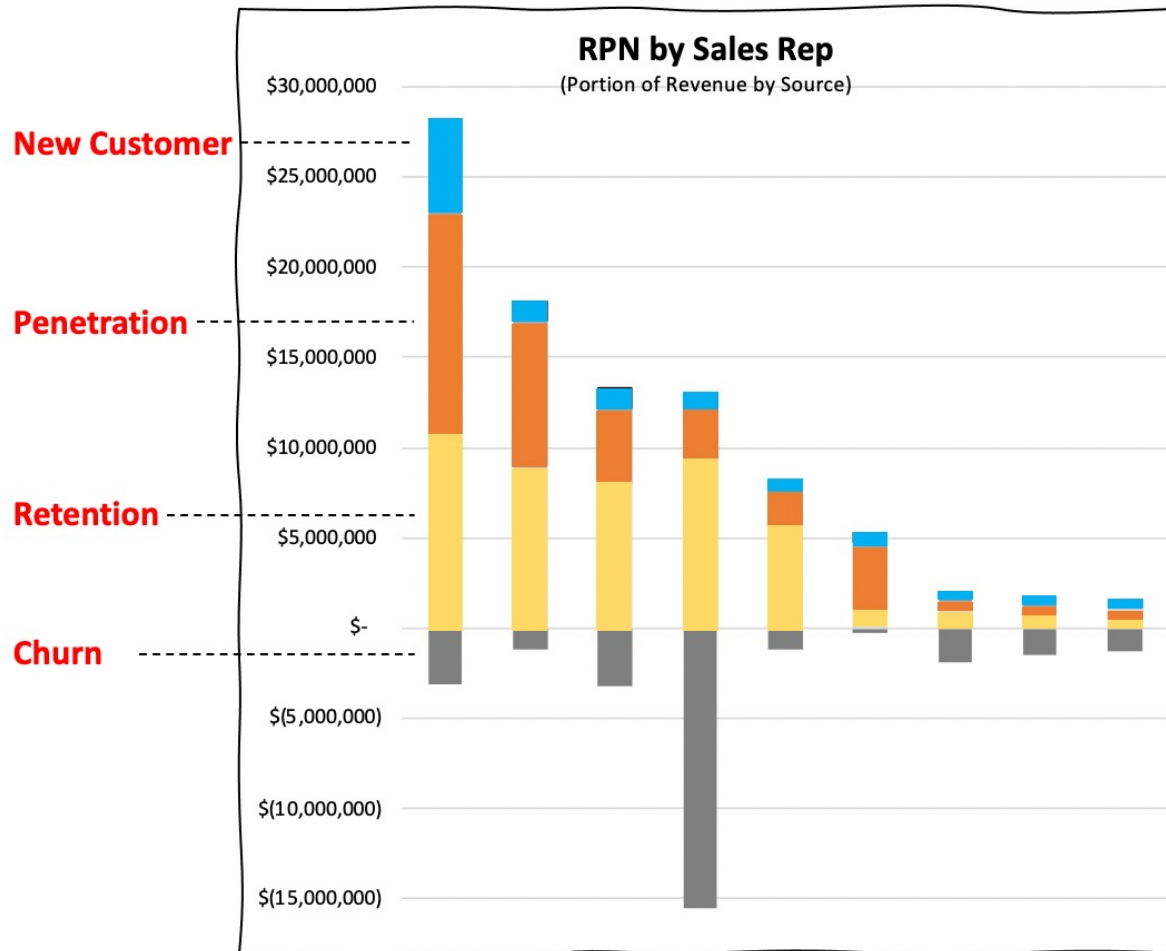
2B. REP GROWTH BY RPN



PROBLEM



Lack of new
business
focus.



STORY LINE:

Our rep focus is on retaining, with some penetration, and little new customer growth.

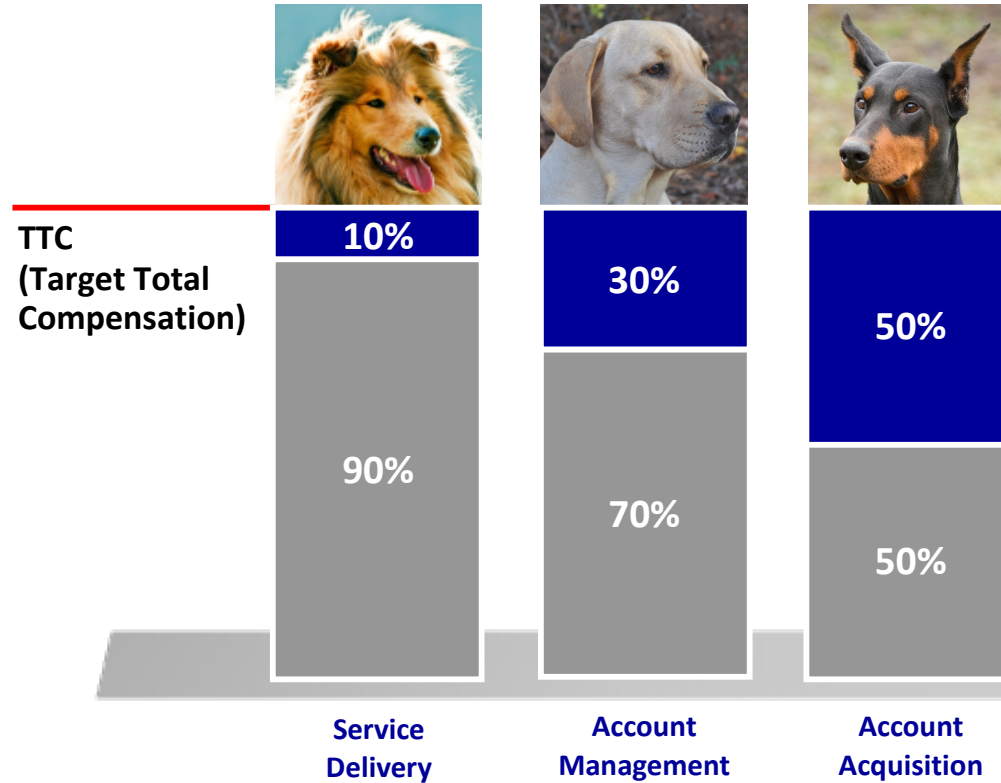


PROBLEM



*That dog
don't hunt.*

3. PAY MIX



PAY MIX IS
DRIVEN BY
STRATEGY
AND ROLES...

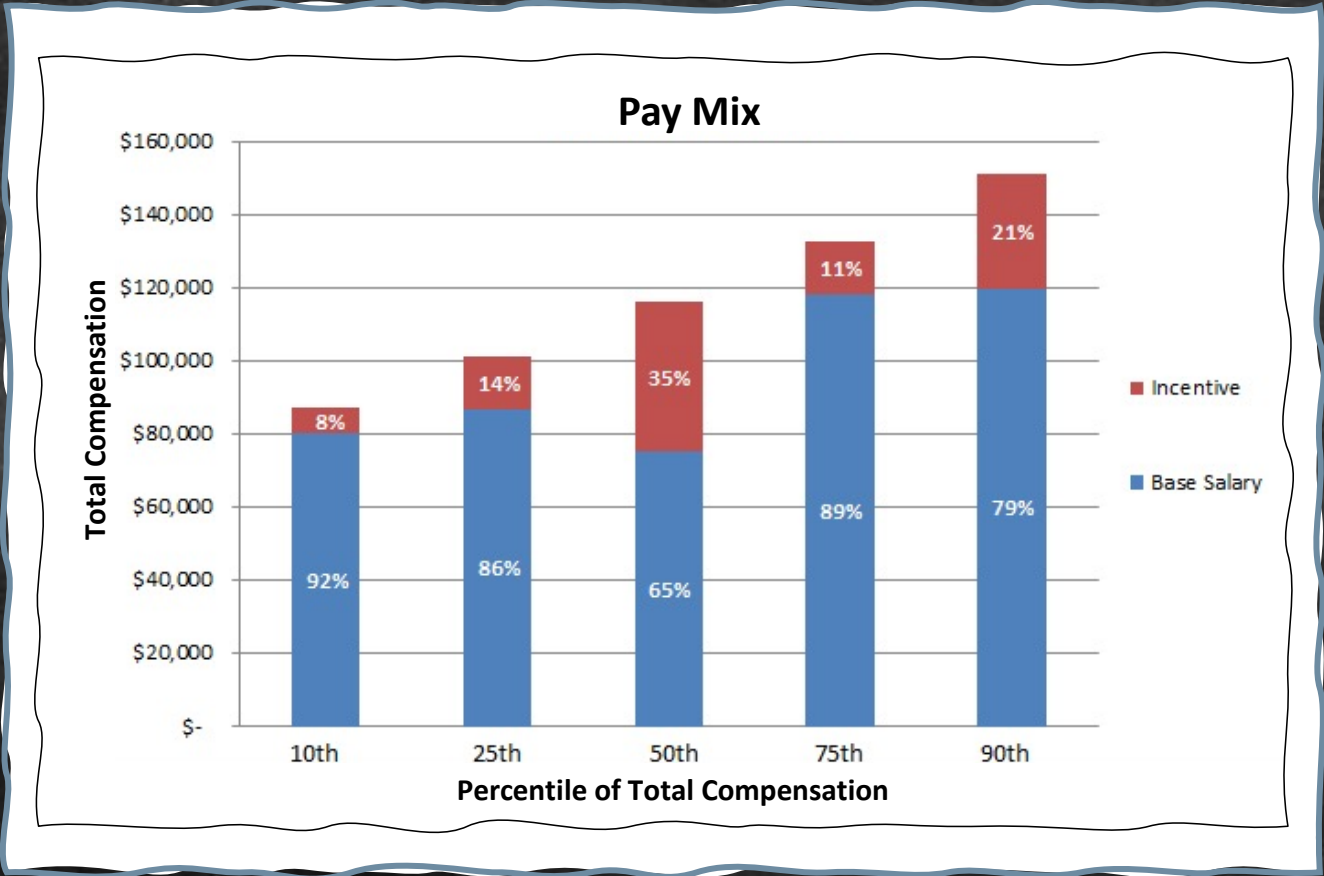


3. PAY MIX

PROBLEM



That dog don't hunt.



STORY LINE:

Pay mix doesn't align with our Doberman roles and high earners get there with base salary.



CREATING
CONTEXT

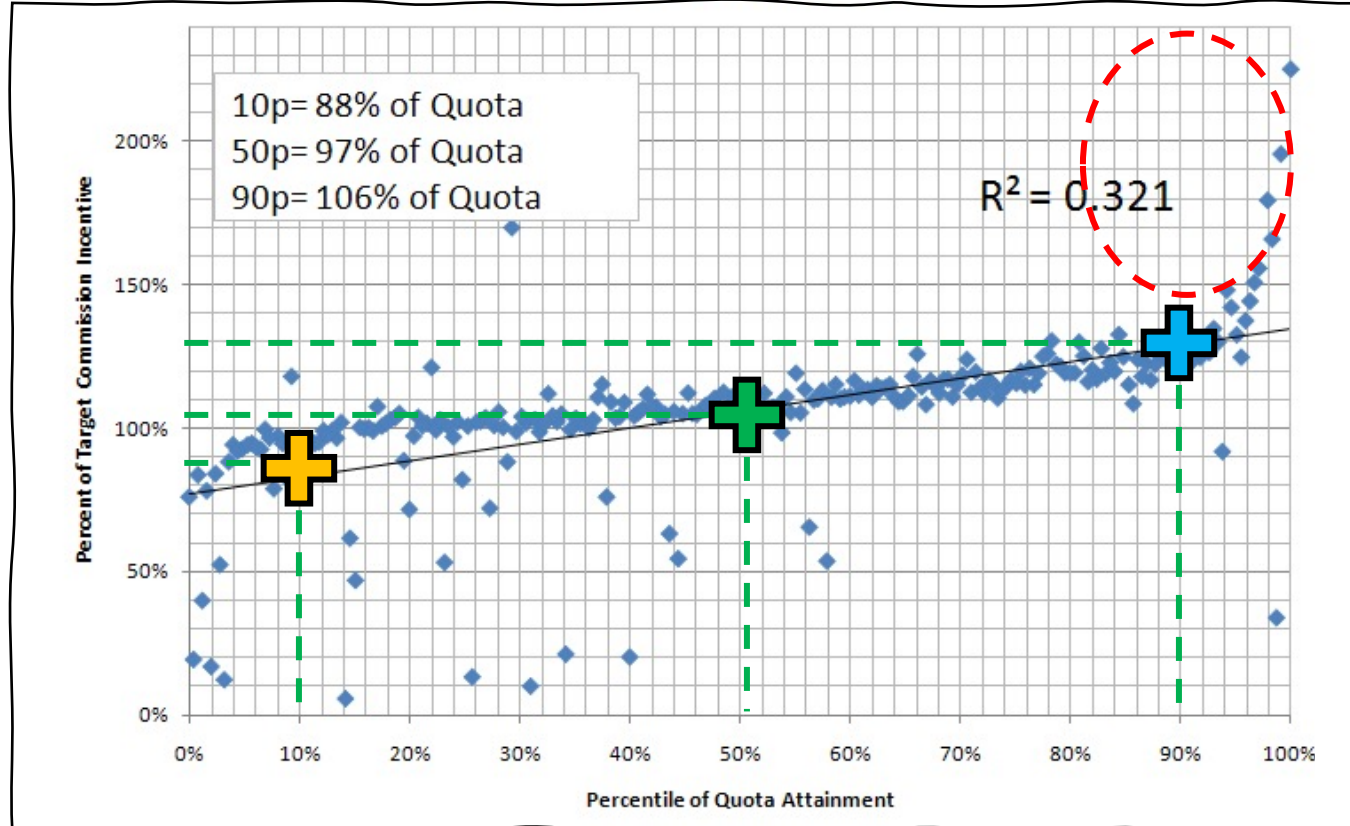
PROBLEM



Can't attract
top talent.

4. UPSIDE/DOWNSIDE

Upside and Downside Analysis



STORY LINE:

We are overpaying low performers and upside for 90th percentile performers is only 130% of target incentive.

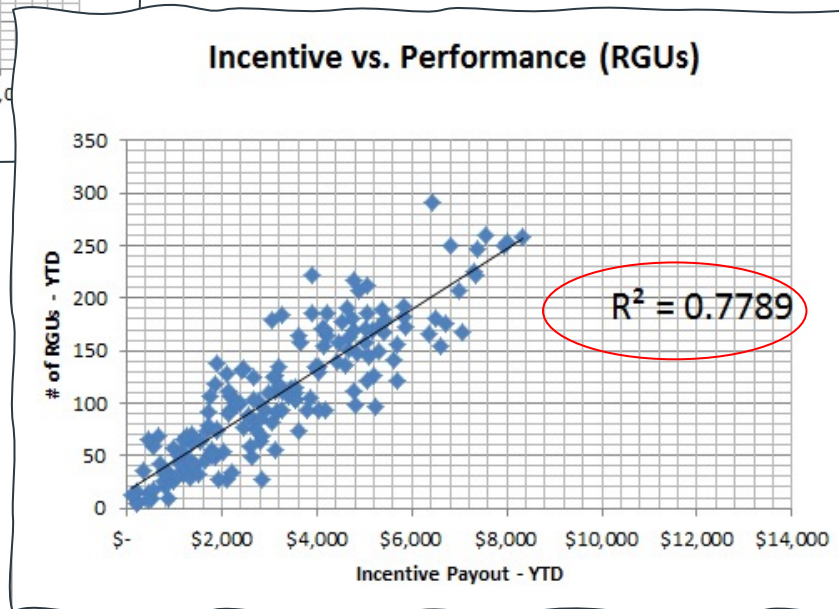
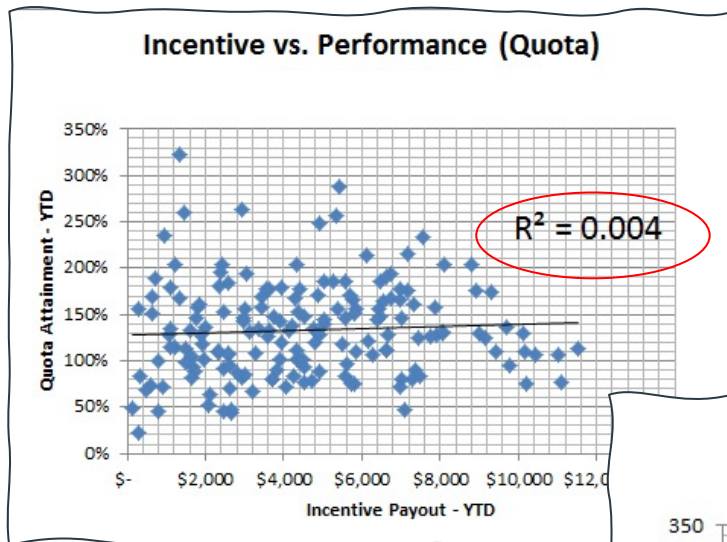
5. PAY VS. PERFORMANCE



PROBLEM



*The C-level's
priority isn't
the reps'
priority.*



STORY LINE:

*Goal attainment is
the C-level
priority...*

*But our plan pays
for revenue,
whether it's
managing the base
or winning new.*

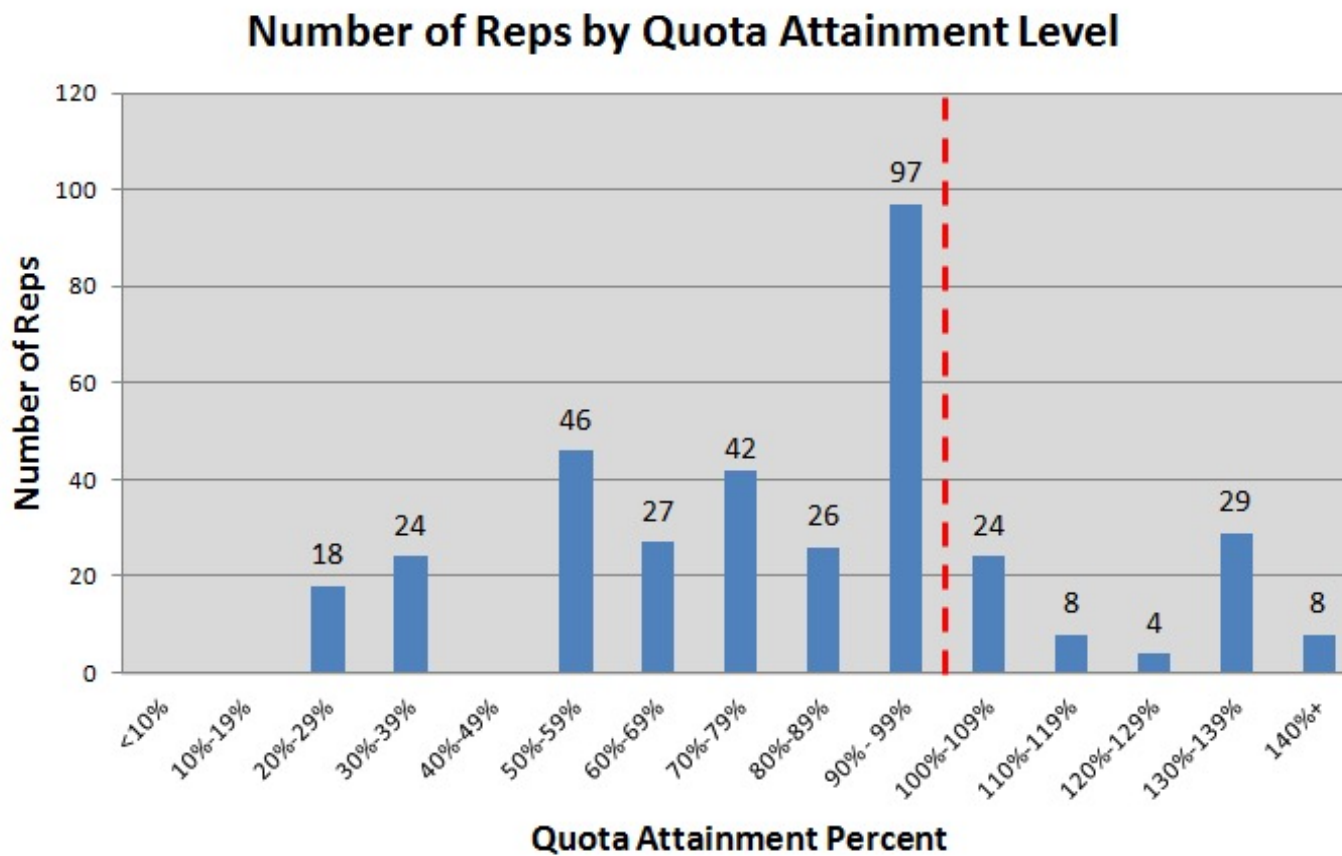
6. QUOTA ATTAINMENT



PROBLEM



History has caught up with us.



STORY LINE:

31% of the team is at goal.

But about a quarter are between 90% and 99% of quota. Hmm...

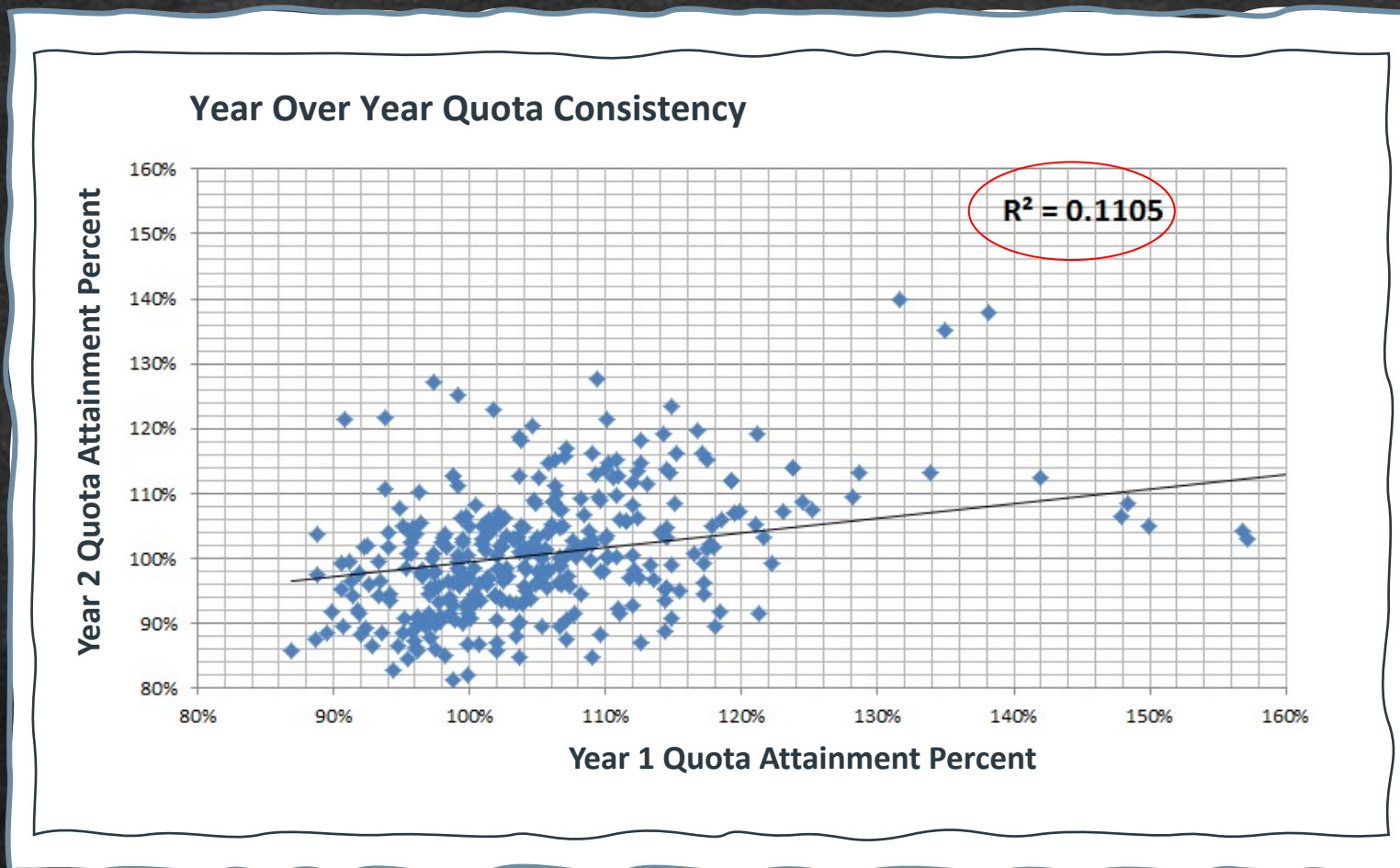
7A. Y-O-Y PERFORMANCE- TO GOAL



PROBLEM



*History has
caught up
with us.*



STORY LINE:

*Year-over-year
quota attainment is
sporadic...*

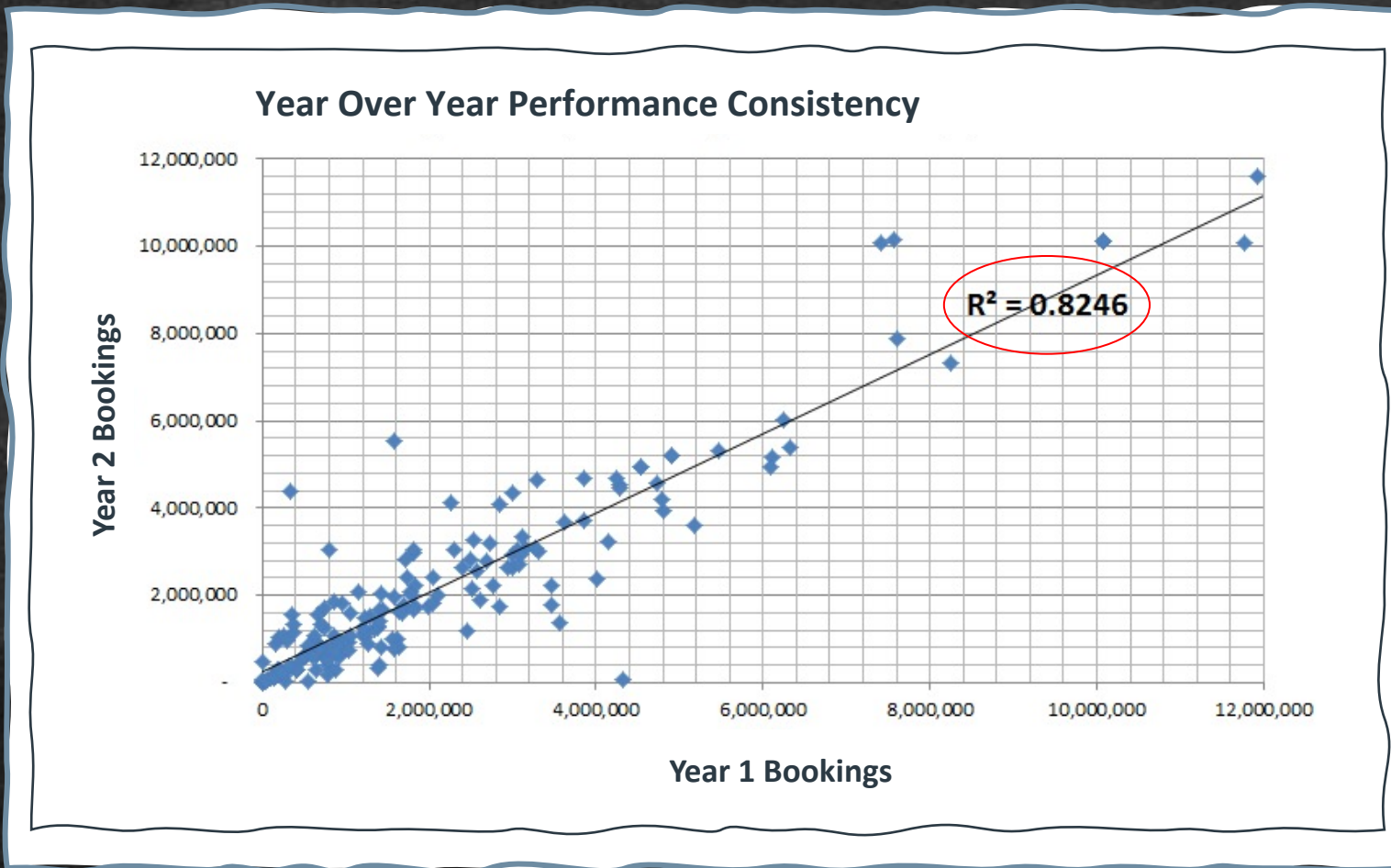
7B. Y-O-Y PERFORMANCE- UNITS



PROBLEM

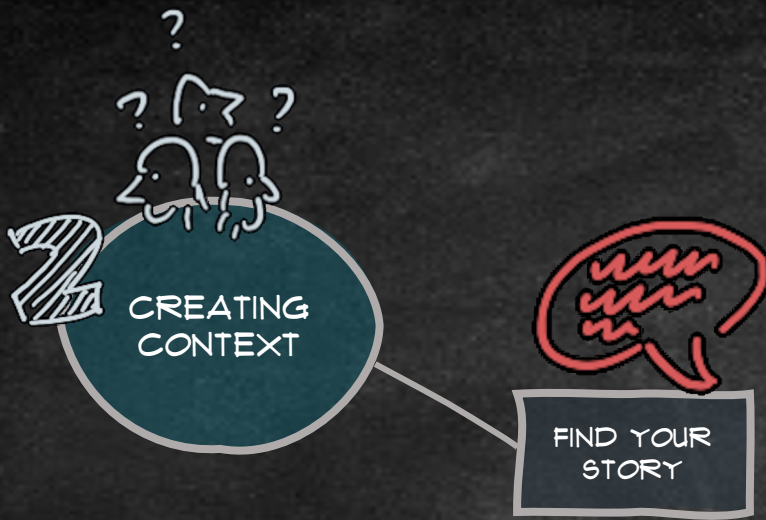


History has caught up with us.



STORY LINE:

But bookings performance is consistent, suggesting a historical quota process or a productivity issue.



- WITH YOUR WIP ANALYTICS, DIRECTED BY YOUR CHALLENGE...
- FIND THE STORIES IN YOUR ANALYTICS
- FILTER OUT THE REST AND SIMPLIFY
- PAINFUL TO PUT THE EXTRAS ASIDE
- CRAFT INTO A STORY LINE BUT NOT TOO RIGID
- CAPTURE THE READER AND MAKE THE POINT



NOT TOO RIGID... CAPTURE THE READER AND MAKE THE POINT

SETTING

THE CURRENT STATE

CHARACTER

WHO'S IMPACTED?

DO WE CARE?

RISING ACTION

THE BUILD OF THE PROBLEM

TAKING IT TO THE CLIMAX

PROBLEM

TROUBLE

HIGHLIGHTED BY YOUR ANALYTICS

REFERENCES YOUR CHALLENGE QUESTION

CLIMAX

THE EVENTUAL IMPACT OF THE PROBLEM

CURRENT OR FUTURE

RESOLUTION

THE SOLUTION VISION

YOUR RECOMMENDATION

OR, AN OPEN QUESTION TO RESOLVE



SalesGlobe and WorldatWork surveyed 380 employers and 1,400 employees about their back-to-work plans and we found an interesting story. !!!

CLIMAX

POTENTIAL TURNOVER

COLLABORATION DEFICIT

INNOVATION DEFICIT

THE FUTURE OF SALES WILL GO TO THE DATA-DRIVEN, CREATIVE PROBLEM-SOLVERS...

WHAT'S YOUR BACK-TO-WORK PLAN FOR CUSTOMER INNOVATION AND EMPLOYEE RETENTION?

RESOLUTION

BACK-TO-WORK PLAN

EMPLOYEE VALUE PROPOSITION

COLLABORATION SOLUTIONS

BEING INTENTIONAL AND ACTION-ORIENTED

FUTURE INNOVATION DEFICIT?

BUT ONLY A SMALL PORTION IN:
PROJECT MANAGEMENT **22%**
INTERNAL COMMUNICATION **36%**

WHILE LARGE POPULATIONS OF IDEA-GENERATING EMPLOYEES TRY TO COLLABORATE AND CREATE AT A DISTANCE



RISING ACTION

77% OF EMPLOYERS WILL MAKE REMOTE WORK POLICIES MORE FLEXIBLE

VIRTUAL CONFERENCING: **95%**
NETWORK SECURITY: **70%**

AND **76%** SAY THEY WANT TO CONTINUE WORKING REMOTELY, AT LEAST PART TIME

BUT COMPANIES ANTICIPATE ONLY **34%** WILL CONTINUE WORKING REMOTELY

PROBLEM

32% OF EMPLOYEES WON'T RETURN TO WORK OR WILL LOOK FOR A NEW JOB IF THEIR EMPLOYER DOESN'T ALLOW REMOTE WORK

RETURN TO WORK

60% OF EMPLOYEES ARE WORKING REMOTELY



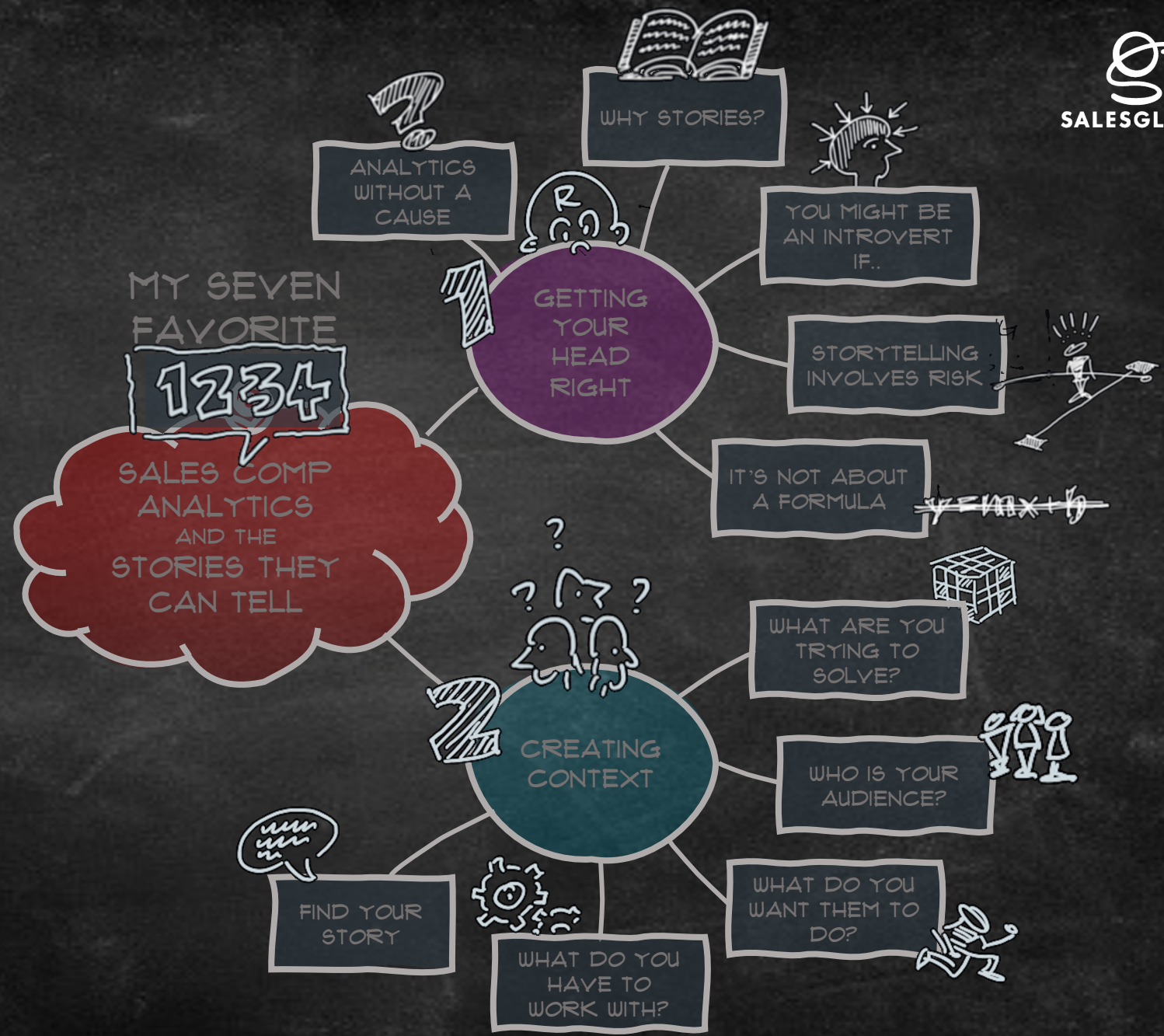
EXPECTATIONS...

SETTING

CHARACTER

RECAP

- GET YOUR HEAD RIGHT WITH YOUR **PURPOSE AND COMFORT LEVEL**
- START WITH A **CLEAR CHALLENGE**
- KNOW WHAT YOU WANT YOUR **AUDIENCE TO DO**
- USE YOUR **ANALYTICS** AS THE **SUPPORTING CAST** TO YOUR STORY
- **FIND YOUR STORY LINES** AND PUT THE REST ASIDE
- **PRACTICE** ANY CHANCE YOU GET



Our Story: Data-Driven, Creative Problem-Solving for Sales



why?

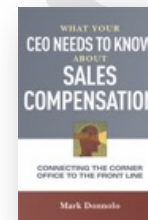
We've spent a long time in business. And during that time, we've seen too many companies replicating competitive practices and repeating old approaches rather solving problems in a way that would produce innovative solutions. We asked,

Why do companies repeat the same old solutions?

Why do they use benchmarks and current practices as the answer and leave themselves vulnerable to competition?

How can we solve the right sales problem(s) analytically and creatively to give our clients a differentiated advantage in the market?

- Sales Strategy and Go-to-Market
- Account Segmentation and Targeting
- Voice of the Customer Insight
- Sales Process Optimization
- Sales Organization Design
- Channel Programs
- Sales Capacity and Goal Design
- Talent Assessment and Planning
- Strategic Account Programs
- Sales Compensation
- Quota Setting
- Technology Readiness



We are rethinking sales.

SalesGlobe is a data-driven, creative problem-solving firm for sales that solves the most challenging problems. We work with you to design and implement solutions that give you the results and ROI you need.

We started SalesGlobe to go beyond the benchmarking and common practices that many firms dispense to their clients as the answer.

We are committed to bringing new problem-solving approaches to sales effectiveness that make a difference and deliver results for our clients.

So, we approach each client assignment as a special creative problem-solving opportunity. We leverage left brain and right brain creative approaches to develop a solution that will give our client a differentiated advantage and a real return on their investment.

rethink

Sales Compensation and Sales Effectiveness Content

Here are a few links to some SalesGlobe content. For more, please visit SalesGlobe.com.

SalesGlobe Rethink Sales Round Table



SalesGlobe Rethink Sales Podcast

Strategic Sales Compensation Report Card

How to Grow Your Accounts in the New Economy- Salesman Podcast

The Four Phases of COVID-19 Recovery for Sales

How to Hit 300% Quota- Salesman Podcast

Accelerating into 2021: Quotas, Compensation, and Enablement- Evolvers Podcast

How to Build a Better Sales Compensation Plan

[On Amazon.com](#)

[On Amazon.com](#)

[On Amazon.com](#)

[On Amazon.com](#)

