

Sales planning: Hope versus reality

The results are in. Only 40% of sales and sales operations leaders rate themselves as effective at sales planning.

Growth-focused CSOs and CROs understand that sound go-to-market strategy and planning is key to their success. Yet they and their operations leadership also recognize that the infrastructure and processes to support account segmentation, territory and quota planning, incentive compensation design, capacity planning – and more – are substandard.

The stakes for sales planning have never been higher. The price of getting plans wrong is missed sales targets, lagging performance, high seller attrition, and, ultimately, declining profitability.

To take the pulse on the state of sales planning, the Sales Management Association recently surveyed over 90 sales and sales operations decision-makers. Here's what they found.

[View the full report](#)

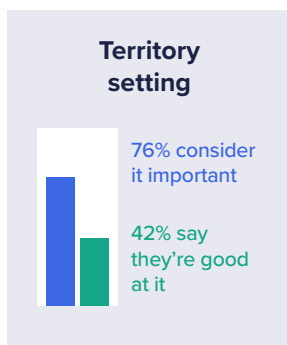
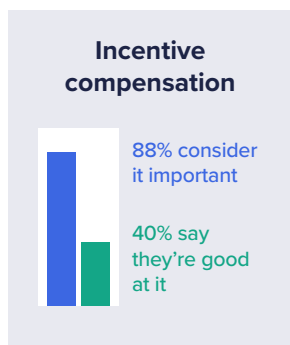
When done well, sales planning works

4x More likely to achieve sales objectives

1.7x More likely for sales reps to hit quota

3.8x More likely to accurately estimate potential in customers and markets

But while most recognize the benefits, the reality is that effective sales planning can be challenging



20-40%

Of firms think that they do the right amount of sales planning, depending on type

38-53%

Of firms are late with sales planning, depending on type

Among the organizations that excelled at sales planning, leaders cited these capabilities



scenario planning



enabling technologies



functional collaboration



efficient processes

Anaplan helps drive performance through dynamic sales planning

Business outcomes for Vodafone

- **50%** faster sales planning
- **90%** automated sales target-setting

"Anaplan helps us to see what's possible with collaborative planning — within sales, and across Vodafone."

Kerry Small, Commercial and Operations Director

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