



# SALES PLANNING

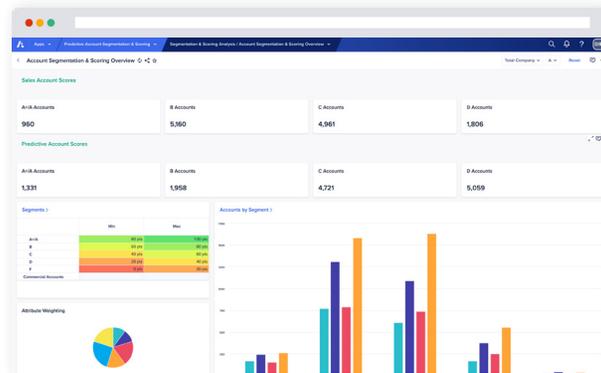
Anaplan for Sales



Sales Planning by Anaplan enables business leaders to design, model, and optimize strategic sales plans that can maximize sales investments and help businesses achieve their revenue goals. Empower sales leaders to drive growth, increase sales productivity, and reduce customer acquisition costs by making faster, more informed, data-driven decisions.

## Key benefits

- Build an intelligent market segmentation strategy focused on high-propensity accounts.
- Identify ideal accounts and markets to carve out effective sales territories.
- Optimize your sales plan by uncovering more opportunities to reach your revenue goals.
- Access real-time insights and buying signals to design achievable targets and quotas.
- Increase revenue opportunities by optimizing sales coverage.



## There's a better way to plan

As a purpose-built platform connecting people, data, and plans, Anaplan delivers a unified real-time, cloud-based environment to optimize planning and democratize decision-making across all lines of business and business activities, from strategic to operational levels. Leveraging the speed and scale of the platform, Anaplan offers businesses a nimble, intuitive, and secure way to collaborate concurrently to drive faster and more accurate decisions.

## Customer Story



As one of the world's largest telecoms with a Commercial Operations business that encompasses six product groups and thousands of accounts in 25 countries, sales planning was a challenge for Vodafone.

The inherent complexity of this scale along with inconsistent, manual sales planning done in functional silos made performance tracking nearly impossible. The company wanted a way to support sales managers in creating targets that were consistent, objective, and aligned with go-to-market priorities.

With Anaplan, Vodafone's commercial business shaved six weeks off a three-month planning cycle and automated many mundane tasks. This freed up sales managers to support reps on better, more strategic deals, and provided the success needed to inspire planning transformation in other departments.

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

“With Anaplan, we're making better decisions that will impact the top line for years to come.

**Sarah Elfaham**

Senior Sales Operations Manager, Vodafone

## Key features and capabilities

### Streamline Account Prioritization

- Segment and categorize prospective customers to prioritize accounts with the highest propensity to buy.
- Calculate total available market (TAM) by accounts, segments, industries and geographies.
- Blend and weight subjective inputs and experiential/internal knowledge from the sales organization into account scores.
- Align account segmentation to territories to maximize or balance territory value.

### Create fair and balanced territories

- Design and model potential territory structures across multiple dimensions (e.g., geography, industry, product, division, named account).
- Carve equitable territory plans based on historical data, total available market (TAM), active sales pipeline, marketing investments, potential spend, and predictive insights.
- Manage territory changes and account transfers in real time, with complete auditability and date-effectivity.
- Seamlessly push territory changes to CRM systems and sales crediting/incentive compensation systems.
- Eliminate coverage gaps, overlaps, and lost opportunities while maximizing sellers' strengths by assigning them to appropriate accounts.

### Design quotas that motivate sellers

- Model quota plans by simultaneously driving using top-down and bottom-up methodologies, and identify coverage options for gaps and shortfalls.
- Develop targets and quotas by revenue, margin, growth metrics, volume/unit- based, activity, or any other objective (or subjective) unit of measure.
- Assign quotas and goals by seller, team, territory, product, account, product, portfolio, channel, business unit, or any other segment.
- Incorporate revenue plans from Finance, and cascade across territories, segments, product lines and business units.
- Manage ramp/prorated quotas for new hires, and easily reallocate targets when salespeople terminate, transfer, or go on leave.

### Leverage Predictive Insights and buyer intent data

- Model using historical data combined with vital, external intelligence driven by AI such as company growth trends, business partnerships, hiring trends, technographics, buyer intent signals, and buyer propensity insights.
- Discover net-new prospect recommendations for accounts not currently in your CRM database, but displaying high propensity to buy your products or services.
- Drive intelligent quota allocations by leveraging predictive insights, buying signals, and intent information.

## Key features of the Anaplan platform

- **“What if” scenario and multi-dimensional modeling**, powered by our patented Hyperblock® calculation engine, produces ultra-fast calculations at unprecedented scale so you can anticipate market changes.
- Built-in dashboards, reporting, and analytics with data visualization provide **a single source of truth** on business performance.
- **Collaborative and agile planning** across Sales, Finance, Supply Chain, HR, Marketing, and other business units.
- Best-in-class **security and compliance** with role-based access control, user management, SSO support with SAML 2.0 compliance, and data encryption.
- Highly extensible ecosystem **collects and analyzes data** in a single location using APIs, ETL connectors, and built-in integrations with other solutions.

## About Anaplan

Anaplan, Inc. (NYSE: PLAN) is a cloud-native enterprise SaaS company helping global enterprises orchestrate business performance. Leaders across industries rely on our platform—powered by our proprietary Hyperblock® technology—to connect teams, systems, and insights from across their organizations to continuously adapt to change, transform how they operate, and reinvent value creation. Based in San Francisco, Anaplan has over 20 offices globally, 175 partners and approximately 1,500 customers worldwide.

To learn more, visit [Anaplan.com](https://www.anaplan.com)



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