

## SOLUTION OVERVIEW

# ALIGNING TOP AND BOTTOM LINE GROWTH

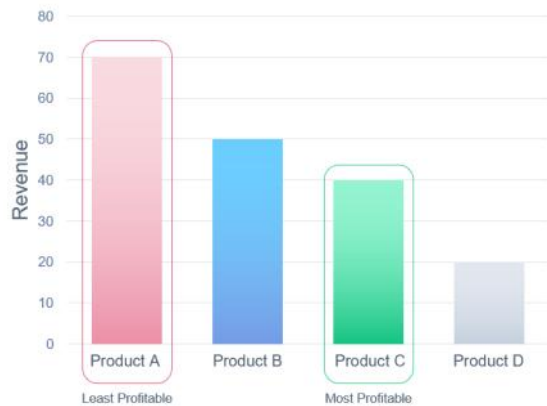
## SALES PERFORMANCE MANAGEMENT & PROFITABILITY ANALYTICS

In recent years, high flying 'unicorns' have grabbed the attention of business media and the public. That said, organizations which rack up triple and quadruple digit growth year over year, while piling up losses and venture capital funding are quite rare. The reality for the other 99% of companies is that they need to generate profit while continuing to grow their top line.

Unfortunately, few organizations have proper insights into which products/services, customers, or channels drive their profitability. Even fewer have aligned their compensation incentives to drive bottom line growth in conjunction with the top line. Compensation structures need to align with corporate goals and profit enrichment. Employee and team incentives need to be balanced to increase organizational profitability while increasing revenue.

### NOT ALL REVENUE IS CREATED EQUAL

Would you pay commission on a deal with negative P&L impact? Why do organizations do this every day?



Most organizations make 80% of their profits from 20% of their products/services, customers. Without knowing where profits are generated, organizations are flying blind while trying to grow their business. Many fail while they navigate growth and market changes, as informing reference points often focus on prior year revenue only.

Only through incorporating profitability analytics insights for products/services, customers, and other business segments, can an organization grow their business with the greatest positive impact to their bottom line.

Only through insights into where profit is won or lost can sales teams focus on value creation for the organization.

# ALIGN INCENTIVES WITH PROFITABILITY

## PAY YOUR SALES TEAM TO GENERATE THE *RIGHT* BUSINESS

With Sales Performance Management (SPM), most organizations focus the process on revenue growth. SPM processes, including sales forecasting, territory and quota setting, account alignment, and incentive compensation, are often all focused on revenue.

What if profitability analytics were also factored in? Information about individual product/service, customer, and channel profitability would be readily available to sales operation leaders when modeling the future state.

The combination of sales operations insights with finance insights will provide visibility and drive behavioral change towards the products/services, customers, and channels that have the greatest impact on the bottom line.



Selling is both art and science. So is profitability. Companies have historically focused on the art because the data required for the science is difficult to get and often incomplete. What if Anaplan could help change that?

For the third year in a row, Anaplan was named a Leader by Gartner in the [SPM Magic Quadrant](#). For the third year in a row, Anaplan was also positioned as a Leader in the 2019 Gartner Magic Quadrant for [Cloud Financial Planning and Analysis Solutions](#).

With the Anaplan platform, it is now possible to align top and bottom line growth; to bridge sales operations insights and finance insights; to influence profitability through incentive compensation; to combine Art with Science.

Empower your organization to collaboratively leverage the latest information to achieve measurable strategic advantages in today's highly competitive marketplace.

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### WHY THIS IS SIGNIFICANT

*Sales forecasting through incentive compensation should be influenced by profitability analytics.*

- ◇ Grow profitable accounts
- ◇ Target turn around (revised deal structure; terms, discounts, etc.) for unprofitable accounts
- ◇ Measure profitability at each step of the way

*If we use the right measures, and align corporate and individual incentives, it will increase the company's profitability.*

- ◇ Motivate our sales team to acquire the most profitable customers
- ◇ Lead the entire sales organization to focus on the right products
- ◇ Lead the company to focus on profitable markets



### GET STARTED NOW

Contact us to learn more or to demo this solution!

[info@impetuscg.com](mailto:info@impetuscg.com)



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