

## Charting the path to revenue

### Anaplan for Sales

#### The road to revenue often encounters unexpected detours

The primary mission of every company is to drive revenue and secure growth. However, many sales and commercial leaders are faced with daily challenges as they try to navigate uncertainties, optimize go-to-market plans, and generate revenue. Shifting market dynamics, evolving corporate strategies, and unpredictable sales attrition require that commercial leaders act quickly and predict when pivots and adjustments are necessary.

To anticipate and react to change, revenue leaders often need help predicting the impact of those changes, the trade-offs from competing investments, and the unintended consequences that may result. A multitude of variables, often either correlated or causal, must be evaluated simultaneously and quickly. The key to success is the ability to test and validate potential new scenarios while continuing to execute today's go-to-market strategy.

#### Short-term distractions can pull strategy off course

For many companies, a nontrivial amount of time can be spent focusing on tactical, reactive decision-making to address short-term problems – inadvertently not connecting the impact of those actions to the longer-term strategic initiatives that lead to growth. Business leaders who lack a holistic view into the drivers of sales performance often struggle with:

- Aligning resources to markets and segments that most reduce sales friction and generate the greatest return on commercial investments.
- Administering unscalable, expensive compensation programs that unwittingly drive undesired behaviors.
- Managing sales leaders who cannot accurately and repeatedly predict future revenue numbers leading to missed investment opportunities, capacity problems, and shortfalls in revenue goals.

When these challenges go unaddressed, business leaders are left with sellers focused on the wrong opportunities, missed revenue targets, higher customer acquisition costs, and an increase in regrettable attrition – a costly impact on a company's ability to plan for the future effectively.



## Charting a course of action to achieve commercial success

Anaplan provides revenue leaders visibility into the drivers of sales performance and the tools needed to develop a connected revenue strategy. A comprehensive view of the commercial drivers across the enterprise helps keep go-to-market activities aligned and provides your organization the intelligence and agility to chart the best path to revenue.

Anaplan's cloud-based planning platform provides revenue leaders a single line-of-sight into sales performance with end-to-end transparency to illuminate opportunities and blind spots. At the heart of the platform lies Anaplan's Hyperblock® calculation engine with multi-dimensional scenario modeling designed to produce ultra-fast calculations at scale. Model for the future and build agility into your sales strategy with Anaplan.

### Align strategy to corporate goals to ensure organizational alignment

Build consensus across teams and departments by aligning to shared goals and create action plans that are in relentless pursuit of their achievement

- Translate financial goals into revenue targets, and cascade down and across the commercial organization.
- Model budgets and strategic initiatives that are interlocked with corporate, divisional objectives.
- Develop targets and go-to-market milestones by revenue, volume, and profit to support the complexities of the business.
- Develop aspirational-yet-achievable sales quotas via top-down, bottom-up, and inside-out methodologies that align individuals, teams, and departments to shared revenue goals.

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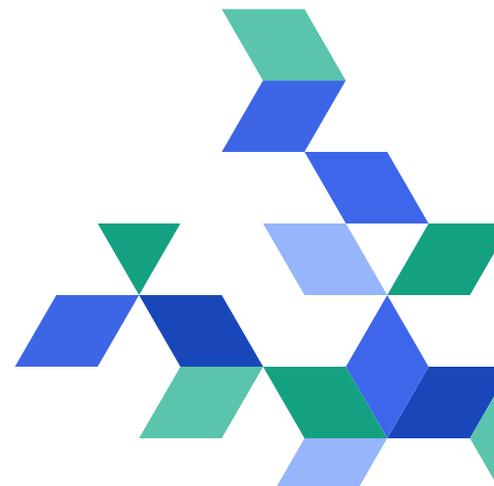
“ Driving top-line growth and optimizing the sales force: That’s what we do. Anaplan gets us there.

Ian Zhao, Director, Go-To-Market Strategy and Analytics

### Develop go-to-market plans to achieve goals and accomplish success

Empower business leaders to design, model, test, and optimize strategic sales plans that best utilize commercial investments to help ensure the company achieves its targets and goals.

- Drive focus and prioritization by segmenting the market into opportunity classes and developing entitlements by segment.
- Carve balanced, equitable territory plans that capitalize on market opportunity to provide salespeople with paths to hit revenue goals.
- Eliminate overlaps and coverage gaps, and adjust plans on the fly to accommodate changes in headcount, sales capacity, market disruptions, and shifting priorities.





## Create performance levers that drive motivation to desired outcomes

Unlock behavior drivers that fuel your go-to-market strategy by tying incentive programs to the business's strategic goals.

- Create variable incentive programs that inspire sellers and help retain talent while driving performance and maximizing results.
- Align compensation budgets to corporate objectives to model attainment costs and returns-on-investment to corporate goals and incentive types.
- Share credits across sellers and teams, driving behaviors and reinforcing sales culture.
- Develop accelerators and SPIFs to aid in short-term performance adjustments.
- Minimize disputes and increase confidence by automating error-prone manual processes and providing sellers access to real-time insights into attainments, earnings, and payouts.

## Increase accuracy and foster a commitment to sales excellence

Provide sales leaders the ability to deliver more accurate revenue forecasts, reduce pipeline bloat, and focus sales efforts on the strategic and the winnable.

- Analyze, model, and forecast all revenue sources, including new sales, upsell/cross-sell expansions, renewals, consumption, and churn.
- Standardize forecast projections by aggregating cross-organizational sales data and normalizing data from multiple CRM/POS systems.
- Model impact of potential marketing investments to feed top-of-funnel demand activities.
- Develop contingency plans and throttles to account for market disruptions.
- Apply protocols to mitigate bias and intuition from pipeline data.
- Develop insights with customer profitability, product profitability, discount, and margin analysis.
- Analyze forecasts across multiple hierarchies, including geography, customer segment, product, leadership, and more.



## 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 1,600 customers worldwide.

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