

Building and Supporting a Sales Performance Management Solution That Effectively Delivers on the Needs of Business



SmarTek21 Sales Performance Management

Across industries and companies of all sizes, managing the performance of sales teams and third-party distribution partners can be the source of tremendous frustration, inefficiencies and missed opportunities.

Over the past decade, much energy has been spent by companies and vendors trying to improve their ability to properly manage their sales performance. But, they consistently face multi-faceted challenges, especially when it comes to the systems they use to track performance, quotas and incentives. Today, companies are trying to overcome those challenges with sales performance management (SPM) software—a holistic solution that encompasses sales compensation management (SCM) and incentive compensation management (ICM) to address quota planning, territory management and compensation.

While it's an effective solution, many of the SPMs available today are complicated and fail to fully address the challenges of not only the sales team but also marketing, human resources (HR) and finance departments—who all have an important stake in aligning sales performance with company goals.

INDUSTRY

All

REGION

Global

BUSINESS IMPACT

Our methodology ensures that the compensation models implemented actually drive sales performance instead of being limited by the lack of capabilities of the SPM application.

A Better Solution from SmarTek21

SmarTek21's sales performance management (SPM) services simplify processes and workflows to unlock the true power of SPM. Our methodology ensures that the compensation models implemented actually drive sales and are never limited by the capabilities of the SPM application. It also eliminates the need for last-minute sprints to address compensation errors, reduces overpayments and virtually removes the need for manual keying of information—which reduces errors and the potential for disputes.

SmarTek21's SPM services also help team members from finance to sales calculate payments accurately and gain near real-time visibility. Plus, compensation and incentive changes can typically be made in two weeks instead of months, allowing for faster time to sales performance when changes are needed. Not to mention, it addresses compliance challenges by providing audit logs to satisfy such mandates as SOX and ASC 606. This all results in optimized sales performance plans that deliver better business outcomes.

There are three fundamental issues that SmarTek21's team addresses:

1. Lack of a flexible and simple interface to set quotas and incentives

For most, setting quotas and incentives comes down to a basic table, which is easy to understand. Translating that table into a format the SPM application can consume usually requires the timely task of programming every change requested. This issue directly interferes with enabling rapid changes and out-of-the-box thinking.

SmarTek21's team addresses the root cause by designing and deploying data translation APIs to connect downstream data sources with upstream applications. This includes transforming the data through integration, aggregation and augmentation to ensure it is accurate and properly consumed by all applications. This integration makes it possible for teams to create the quotas and incentive plans they want, and implements them with ease across downstream data sources and upstream applications.

2. Cumbersome and inflexible reporting to deliver insights and analysis for cross-departmental teams—including marketing, HR and finance

The suite of applications used in SPMs often make it difficult to analyze data in a timely manner. Having already implemented the data translation provides better access to the full set of data, but it still needs to be properly represented to lend insights to the teams that use that information to understand what is working and what needs to be changed.

SmarTek21's team designs and deploys flexible reporting portals, which are purpose-built for each user group. It effectively removes the possibility of hidden performance issues across the organization and improves the ability to react and respond with corrective plans. Every team can get access to the data and details in a way that makes sense to them.

3. Inadequate company-wide launch and training for users and teams

The final issue relates to properly launching the SPM solution to all teams that need to use it. This aspect is usually overlooked and poorly executed, which results in low user acceptance and utilization.

SmarTek21's team provides a complete training program tailored to meet the needs of each client and to ensure a successful launch of the SPM solution.

Why SmarTek21 Sales Performance Management



Business Outcome Focused

We focus on ensuring a positive ROI for every IT dollar spent and making a measurable impact on each of our customer's businesses.



Technical Competencies

We have industry leading technologists with high customer referenceability and the experience to tackle a wide range of projects and applications.

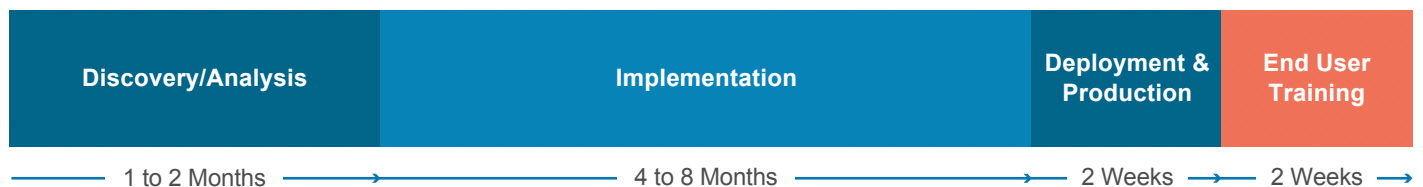


Dependable Operations

We bring repeatable best practices and "productized" managed services to ensure success and 24x7 support.

Sales Performance Management Approach and Methodology

SmarTek21's team of experts uses a six step methodology to ensure success.



Discovery

focuses on documenting current process, sales plans and systems—including both functional and non-functional requirements.

Analysis

whether using an existing SPM product or looking to implement one, this phase will determine which SPM product can best meet the needs and functionality of the business.

Implementation

SmarTek21's team uses a sprint-based approach to make demonstrable progress at every step.

Deployment and Production

once the right solution has been implemented, the team switches to deployment and prepares the system for production across end users.

End User Training

SmarTek21 knows tools alone are not enough and delivers comprehensive training to ensure end users across the entire organization are ready to use the solution.

Production Support

SmarTek21 handles ongoing maintenance, patching and application upgrades to keep the solution working flawlessly.

What Outcome-Based Deliverables Mean to Your Business

By combining project-driven professional services and ongoing managed services, our clients benefit from having a team who can provide the necessary skill set and bring the experience needed to ensure success.

We have delivered on this promise since 2006 and have clients across the globe, including:



Sales Performance Management Results That Deliver Business Value

Teamwork Redefined

SmarTek21's SPM solution directly enables teams to work better together and deliver impactful results for their business:

- **Sales** can properly set, track and meet quotas
- **Finance** can instantly calculate the impact of sales compensation on the budget
- **Human resources** can use empirical data to plan headcount changes
- **Marketing** can confidently create sales plans to support the launch of new products and services



A Team You Can Put to Work

We have 300 experienced professionals available across the globe for project-based and ongoing engagements. Our team has the practical knowledge and proven results to help your internal team augment current capabilities and even provide a new set of skills.

SmarTek21 can enable your business with ongoing innovation and support, including:

System Integration

Our team has deep experience with the necessary integration points, including CRM, HRMS, and ERP—plus compensation systems to extract, transform and load data into the SPM application directly from the source systems. This capability is performed for both new and existing SPM applications and delivers the ability to analyze data in near-real time while eliminating batch processing.

Business Rules

Once all necessary systems have been integrated, the team configures the business rules into the sales compensation system. This phase is critical to take the data from the source systems and provide the logic to show results.

Reporting

Our team's expertise helps you create comprehensive reports using leading analytics and business intelligence (BI) platforms for reporting at all levels. This ensures anyone involved with sales performance can see results against goals and other peers or teams. The resulting dashboards deliver an accurate picture of performance, including financial impacts.

Engage With Us Today

Call us today to discuss how SmarTek21 can ensure your technology delivers business value.



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About SmarTek21

Since 2006, SmarTek21 has become the premier enterprise technology partner for companies looking for innovative ways to transform and improve their employee and customer experiences. Our leading-edge products and services are designed to accelerate your employee's productivity and satisfaction while increasing customer engagement and conversions. From software development and product realization to full enterprise architecture consulting and managed services, we deliver efficient and measurable ROI to our clients. We achieve this by using a collaborative process that drives innovation and achieves results for your business. We measure ourselves by producing deliverables based on your highest priorities.

For more information and to setup a demo, visit [SmarTek21.com](https://www.smartek21.com)

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