



Customer
Advisory



Sales Performance Management

Achieve ROI from your sales incentives

Sales leaders demand sales performance management solutions that yield predictable go-to-market outcomes, improved ROI on cost of sales, and greater go-to-market agility while limiting administrative burden.

Typical Sales Performance Management challenges

Agility

The market only moves faster, never slower – GTM agility is a dependency to success.

Sales Operations and Compensation teams are being asked to absorb more change more quickly with less lead time.

Alignment

Aligning territories, quotas, and incentives through analytics is key to seller success.

Motivate your team with achievable goals that stretch their abilities and reward success while ensuring you meet sales commitments.

Transparency

Effective reporting and actionable analytics have never been more important.

Sellers spend too much time focused on shadow accounting and back-office processes instead of customer acquisition and sales.

Trust

Leaders expect accurate and timely incentive payments.

Timely and accurate payments are critical not only to the seller experience, but to minimize risk associated with disputes and audit.

Companies are realizing significant benefits investing in their Sales Performance Management capabilities

10%

Improved sales



Approximately 10% of total annual sales are lost to inefficient tools and processes.

20%

Time savings on low-value tasks



Up to 20% of administration expense is driven by data cleansing and process inefficiencies.

15%

Improved sales team retention



On average, organizations face 29% sales turnover due to lost trust, manual and complex incentives and discrepancies in payouts.

40%

Reduction in compensation ops expense



Combining better tools, improved processes, self-service, and AI reduce the cost of compensation operations.

Note: Improvements are based on KPMG experience with clients. Ranges may vary based on size and complexity of the organization.



Are there opportunities to improve your Sales Performance Management capabilities?

Ask yourself these questions:

- 01 Is your sales team meeting or exceeding their quotas?
- 02 Has your team made any material over or under payments recently?
- 03 Are you able to respond to changes in the market in a timely fashion with new or updated compensation plans?
- 04 Are you managing any part of sales data collection through manual processes?
- 05 How much time do your sellers spend trying to understand their compensation?
- 06 Do your sales performance analytics make it easier to manage your business?

What improving Sales Performance Management can do for you?



Optimize compensation spend

Maximize the return for compensation paid out to direct and indirect sellers

- Align quotas and payments
- Minimize non-core compensation
- Improve adherence to crediting policy
- Manage compensation eligibility



Reduce overpayments

Ensure the right people are paid for performance and only the right people

- Improve sales coverage
- Align targets and quotas with sales expectations
- Adapt to changes in sales assignments
- Reduce manual adjustments



Manage operational costs

Take advantage of improved processes and modern solutions

- Improve plan setup and administration
- Increase data processing accuracy
- Modernize reporting, analytics, and audit
- Leverage AI and Machine Learning



Improve sales productivity

Keep your sellers in the field

- Optimize sales pipeline
- Reduce non-sales activities
- Eliminate redundancy

Contact us

KPMG brings a financial, results-oriented mindset to helping companies get the most out of their sales performance management. For more information on how we can help you with your quotas, territories, sales crediting, and sales incentives, talk to us today.



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