

# Sales Performance Management

Get the most value from your sales investments

**Sales leaders demand** Sales Performance Management solutions that **drive improved sales outcomes, reduce costs, and limit the burden of administration.**

## Typical Sales Performance Management Challenges

### Transparency

Effective reporting and analytics have never been more important than now.

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

### Timeliness

Sales leadership expect timely and accurate payments with minimum fuss.

Everything is moving toward faster payments delivered with confidence and simple solutions to manage disputes in a seller-focused way.

### Agility

The market only moves faster, never slower, and your ability to adapt is key to success.

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

### Quota Setting

Build targeted quotas more closely aligned to the individual and opportunity to win.

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

**Companies see significant benefits following a transformation of their Sales Performance Management function.**

1-10%

#### Improved Sales

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

10-20%

#### Time Savings on Low-value Tasks

Up to 20% of administration expense goes to data cleansing and process inefficiencies.

1-15%

#### Improved Sales Team Retention

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

10-40%

#### Reduction in Compensation Ops Expense

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

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

# Are there opportunities to improve your Sales Performance Management capabilities?

## Putting Generative AI to work for your organization:

Gain the SPM edge with GenAI. KPMG's leading modular assets enhanced with advanced AI technology are designed to revolutionize the management and utilization of SPM technology investments. The platform offers dynamic capabilities for processing and analyzing structured SPM inputs, providing cohesive guidance through every phase of delivery and operations—from intake to automation to insightful, AI-driven analysis. This platform aims to significantly augment operational efficiencies and elevate SPM strategies, enabling companies to execute projects with exceptional efficiency and precision.

The platform empowers compensation teams by transforming their role from problem-fixers to strategic growth drivers. Instead of merely addressing issues like shadow compensation and manual payout validations, it provides comp teams with superpowers to become engines behind strategic growth.

## 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.



**Walt Becker**

[waltbecker@kpmg.com](mailto:waltbecker@kpmg.com)

Principal

Sales Acceleration Leader

KPMG US



**Danny Veksler**

[dveksler@kpmg.com](mailto:dveksler@kpmg.com)

Managing Director

Sales Performance Management

KPMG US

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## What Improving Sales Performance Management Can Do for You?

### Optimize Compensation Spend

**Increase the return for compensation paid out to direct and indirect sellers**

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

### Reduce Overpayments

**Confirm the right people are paid for performance and only the right people**

- Improved Sales Coverage Plans
- 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**

- Improved plan setup and administration
- More accurate data processing
- Robust reporting, analytics, and audit
- Real application of AI and Machine Learning

### Improved Sales Productivity

**Keep your sellers in the field**

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

### Control Discounts

**Get more from your sales planning**

- Improve sales crediting
- Refine customer and account planning



Customer  
Advisory