

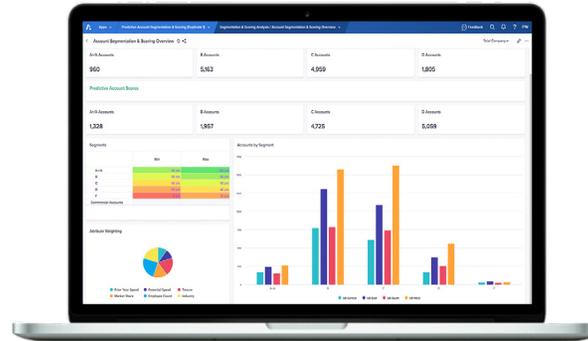
# Predictive Sales Planning

## ANAPLAN FOR SALES

Whether your commercial goals include driving growth, increasing sales productivity, or reducing customer acquisition costs, Predictive Sales Planning by Anaplan enables business leaders to design, model, and optimize strategic sales plans that can maximize sales investments and help businesses achieve revenue goals.

Powered by advanced algorithms, artificial intelligence (AI), real-time in-memory processing, and best-in-class machine learning technologies, Anaplan puts sales leaders in the driver's seat, revealing those actionable insights that can give businesses a competitive advantage. Better understand global market opportunities and build more data-driven and effective sales plans with vital intelligence such as company growth trends, business partnerships, hiring trends, technographics, buyer intent signals, and buyer propensity insights.

With Predictive Sales Planning, sales leaders can make faster, more informed decisions about where to focus and invest sales resources to streamline revenue operations.



### There's a better way to plan

Leverage an AI-powered solution to enhance sales productivity and optimize sales performance by focusing sales resources on markets and opportunities with the highest propensity to buy.

With a Connected Planning platform, sales leaders can use data-driven insights to make faster, more informed business decisions to build an effective sales plan and drive more revenue.

- Real-time Collaboration
- Reveal Hidden Learnings from Data
- Creative and Agile Business Design
- Continuous Visibility Across the Organization

### Key benefits

- Build an intelligent market segmentation strategy focused on high-propensity accounts.
- Identify new accounts and ideal markets to carve out effective sales territories.
- Optimize your sales plan by uncovering more opportunities to reach your revenue goals.
- Access real-time insights and buying signals to design achievable targets and quotas.
- Quickly adjust territories and quotas using buyer intent data and additional AI-driven insights.

## CUSTOMER STORY



As one of the world's largest telecoms with a Commercial Operations business that encompasses six product groups and thousands of accounts in 25 countries, sales planning was a challenge for Vodafone.

The inherent complexity of this scale along with inconsistent, manual sales planning done in functional silos made performance tracking nearly impossible. The company wanted a way to support sales managers in creating targets that were consistent, objective, and aligned with go-to-market priorities.

With Anaplan, Vodafone's commercial business shaved six weeks off a three-month planning cycle and automated many mundane tasks. This freed up sales managers to support reps on better, more strategic deals, and provided the success needed to inspire planning transformation in other departments.

### Results

- 50% faster sales planning
- 90% automated sales target-setting

“With Anaplan, we're making better decisions that will impact the top line for years to come.”

Sarah Elfaham  
Senior Sales Operations Manager  
Vodafone

# Key features and capabilities

## Predictive Account Segmentation & Scoring

- Segment and categorize prospective customers by modeling historical data with predictive indicators to prioritize and target accounts with highest propensity to buy
- Calculate total available market (TAM) by accounts, segments, industries and geographies
- Blend and weight subjective inputs and experiential knowledge from sales organization into account scores
- Receive net-new prospect recommendations for accounts not currently in your CRM database, but display high propensity to want to buy your products or services
- Built-in dashboards, reporting, and analytics with data visualization to analyze market segments and prospective buyers

## Predictive Territory Planning

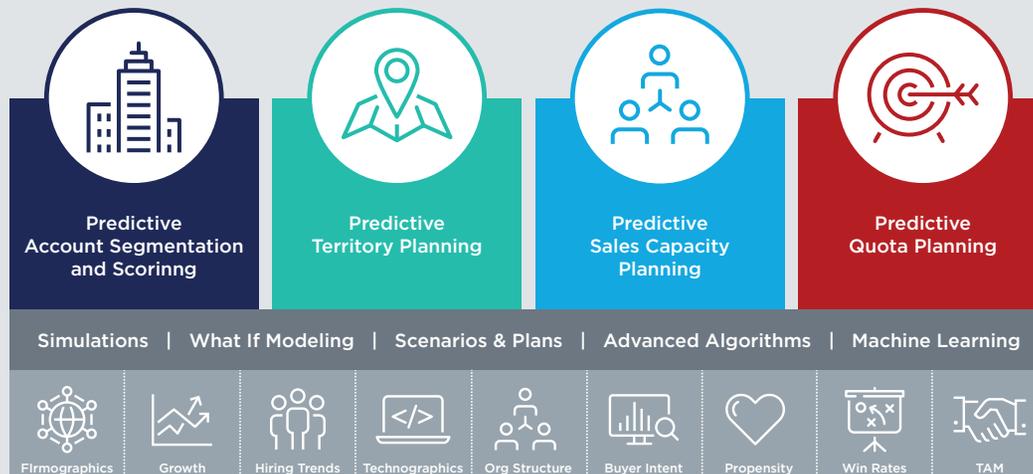
- Design and model potential territory structures across multiple dimensions (i.e., geography, industry, product, division, named account, etc.)
- Carve equitable territory plans based on historical data, total available market (TAM), active sales pipeline, marketing investments, potential spend, and predictive insights
- Manage territory changes and account transfers in real time, with complete auditability and date-effectivity
- Seamlessly push territory changes to CRM systems and sales crediting/incentive compensation systems
- Eliminate coverage gaps, overlaps, and lost opportunities while maximizing sellers' strengths by assigning them to most appropriate accounts

## Predictive Quota Planning

- Model quota plans by simultaneously driving top-down and bottom-up methodologies, and identify coverage options for gaps and shortfalls
- Develop targets and quotas by revenue, margin, growth metrics, volume/unit-based, activity, or any other objective (or subjective) unit of measure
- Assign quotas and goals by seller, team, territory, product, account, product, portfolio, channel, business unit, or any other segment
- Incorporate revenue plans from Finance, and cascade across territories, segments, product lines and business units
- Drive intelligent quota allocations by leveraging predictive insights, buying signals, and intent information
- Manage ramp/prorated quotas for new hires, and easily reallocate targets when salespeople terminate, transfer, or go on leave

## Predictive Sales Capacity Planning

- Calculate capacity across sales channels (and identify gaps and blind spots) to determine propensity to hit sales targets
- Identify and model potential strategies (i.e. win rates, sales duration, average selling price, conversion rates, discount percentages, etc.) to optimize sales coverage
- Increase seller productivity by modeling capacity with buyer propensity and intent data to help focus sellers on the right accounts
- Simulate sales headcount changes, organizational growth, and the potential revenue impact to organizational realignments and restructuring



## About Anaplan

Anaplan (NYSE: PLAN) is pioneering the category of Connected Planning. Our platform, powered by our proprietary Hyperblock™ technology, purpose-built for Connected Planning, enables dynamic, collaborative, and intelligent planning. Large global enterprises use our solution to connect people, data, and plans to enable real-time planning and decision-making in rapidly changing business environments to give our customers a competitive advantage. Based in San Francisco, we have over 20 offices globally, 175 partners, more than 1,250 customers worldwide. To learn more, visit [anaplan.com](https://anaplan.com).