

## Anaplan for Sales:

### Empowering your go-to-market strategy

In today's competitive market, product differentiation is rarely enough to get ahead. This is why forward-thinking sales leaders are innovating the way they sell.

By developing and executing a strong

go-to-market strategy, sales leaders give their organizations a unique advantage that their competitors cannot match.

The Anaplan platform is designed to empower your go-to-market strategy. Here's how.

## Components of a go-to-market strategy

A go-to-market strategy defines three priorities. These make up the pillars of your approach to sales.

### Sales Planning

#### *Where to sell*

Territories, quotas, account segments, and sales capacities are the building blocks of your sales plan.

Anaplan gives you the power to model all of these in advance, and then to optimize them using iterative feedback.

With Anaplan, you can set an ideal quota for every rep, get more value from your territories, and perfect your sales coverage, all from a single platform.

### Sales Incentives

#### *How to sell*

Incentives motivate the right behaviors to ensure that your sellers' advance your larger corporate strategy.

The Anaplan platform provides full visibility to the whole organization, giving salespeople, managers, sales leaders, and executives real-time information on sales performance.

Rapid calculations keep payments timely and accurate. Advanced modeling capabilities let you test new incentives and evaluate their effectiveness before rolling them out to the field.

### Sales Insights

#### *What to sell*

To make decisions that chart the future of your organization, you need accurate, actionable data.

Anaplan gathers and analyzes real-time information from across the sales organization and delivers it in dashboards configured for each stakeholder. You can create accurate, reliable sales forecasts, optimize pricing, and use pipeline metrics to keep your business healthy.

## Uncover the competitive advantage within your data

Leveraging both first and third-party data on millions of companies globally, our proprietary AI technology continuously gathers insights from businesses worldwide. These insights act as data inputs for Anaplan's predictive models and produce intelligent, actionable recommendations on who is most likely to buy, the best time to engage, and the right products to offer.

Three key benefits of Anaplan Predictive Insights:

- **Actionable intelligence.** Make faster, data-driven decisions using thousands of AI-enriched insights on millions of businesses worldwide.
- **Predictive modeling.** Increase revenue with customized and flexible predictive modeling capabilities using advanced machine learning algorithms.
- **Optimize performance.** Focus and invest resources and efforts on the right opportunities to drive strategic business growth.

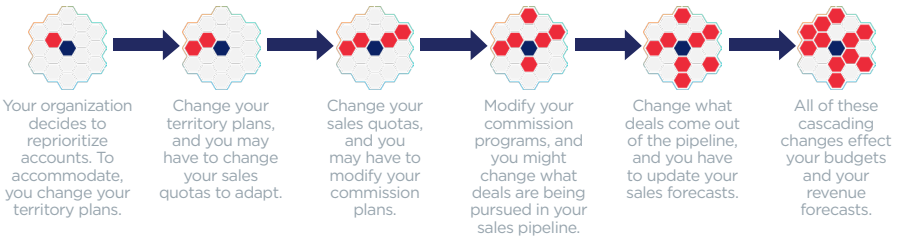


## Your sales strategy: It's all connected

A go-to-market strategy is more than a collection of individual parts. It's a single organism, evolving as a unit. This is why it should be managed on a single platform that lets you oversee each component, while also keeping you attuned to the whole.



### Small changes to your sales plan can ripple across the entire go-to-market strategy.



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

IAN ZHAO, SENIOR MANAGER FOR GO-TO-MARKET STRATEGY AND ANALYTICS, VMWARE

## Technological advantages of the Anaplan platform

The Anaplan platform provides technological solutions for developing and managing your go-to-market strategy.

### A single platform

With the Anaplan platform, your entire organization shares the same data, updated in real time. Changes in one area of the organization are instantly passed on to all other relevant areas.

Stakeholders throughout the organization stay connected to one another, and can make critical decisions with full, reliable information.

### Hyperblock™ engine

Anaplan's patented in-memory, Java-based planning engine Hyperblock™ is built for rapid calculation of large datasets.

Even the most complex calculations compute almost immediately, with zero slowdown to the platform.

### Advanced modeling and “what if” scenario planning

With robust, multi-dimensional modeling capabilities, you can assess the effects of potential changes or disruptions to the sales plan before they occur.

Scenario planning lets you experiment with new potential outcomes, letting leaders instantly see how different scenarios might impact the entire business. This ensures your sales strategy remains flexible and responsive to changing market conditions.



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