

How HEROLD Builds Sales Momentum with Varicent ICM

Based in Mödling, Austria, HEROLD Business Data GmbH specializes in online media and marketing services tailored to the individual needs of Austrian small and midsize businesses. True to its motto, “HEROLD bringt’s zamm” (HEROLD — the done deal), the company unites sellers with potential customers through HEROLD online portals, used by approximately 2 million consumers.

The Challenge

HEROLD was having difficulty managing its rigid, complex sales incentive compensation system. Without the needed flexibility, HEROLD managed many processes manually which was error-prone, time consuming, and negatively affected sales.

It’s very visible and clear to see step-by-step how commissions are counted and calculated, so for me this makes Varicent a best-in-class commission system.

Herwig Steinbrugger, Manager, Planning, Steering and Monitoring Department, HEROLD Business Data GmbH

HEROLD

Industry

Professional Services

Size

Mid-Market

Geography

Europe

Product

Incentive Compensation Management (ICM)

Results

95% Faster Sales Planning

New sales cycles are now easier to plan for with automated, integrated systems implemented by Varicent. HEROLD’s team accelerated the time required to create a single sales campaign by up to 95 percent, slashing it from two to three days to approximately 60 minutes.

Approximately 70% fewer complaints

Sales reps are armed with more fair, clear, and strategic incentive plans, plus enhanced visibility into commissions. Reps can access data that relays monthly earnings and other high-level information, understanding how their performance influences their commissions.

Over 25% Increase in orders

Customer orders have increased per sales day of subscription-based services ever since HEROLD began aligning their sales incentives with company goals. With the help of Varicent, HEROLD can drive higher customer satisfaction.

The Transformation

Without any IT assistance, Varicent ICM was integrated quickly and seamlessly into HEROLD's existing IT landscape. Now, with the systems in place, HEROLD can drive sales with their highly agile, scalable and security-rich solution designed for its midsize business.

Here are a few reasons why HEROLD chose Varicent ICM:

Streamline the compensation process.

After completing a pilot project in record time, HEROLD deployed the solution with help from BI Concepts. "Within a short period, we had a completely new commission system that was simple, clear and fair," explains Herwig. Now, the new system automatically imports data from the company's ERP, HR and CRM systems, rapidly and accurately calculates commissions, and provides much-needed transparency through user-friendly dashboards.

Boost transparency to the sales teams.

HEROLD offers its field sales reps, sales managers, and administrative teams access to Varicent ICM. Reps can view tables or charts that relay monthly earnings and other high-level information, then drill down into individual transaction details, such as transaction amount, date and commission amount. Managers can access these same insights plus look at each seller's individual performance, prompting them to coach underperformers. They can also quickly carry out strategic tasks, such as assigning sales reps to specific customers in the CRM system.

Motivate sellers to outdo past performance.

Freed from their rigid processes, HEROLD was able to tie their strategic goals more closely to its incentive compensation and drive the right behavior. Herwig and his team designed an entirely new, multi-channel incentive program. They now plan campaigns on a half-year's cycle, setting the same, fixed KPI parameters for all the company's different sales channels. Each rep must still win an equal number of new customers, but commission percentages vary with the total amount of each sale. This approach motivates reps to sell more offerings, including subscription-based services, to each customer. In addition, the department can plan campaigns in significantly less time, without any IT assistance.

The Results

With highly precise, automated planning and commissions tools, HEROLD re-energized both its sales planning and its sales force. Herwig explains, "For the first time in our company history, we have the opportunity to align our sales incentives with our company goals, and we can break performance down to individual sales reps. It has helped us to understand how well each rep really works, and we can focus on those reps with the higher KPIs."

[Learn more by contacting one of our trusted advisors.](#)

Our sales force is happier because their performance now influences their commissions. It motivates them to find out what their customers need and sell them those services.

**Herwig Steinbrugger, Manager, Planning,
Steering and Monitoring Department,
HEROLD Business Data GmbH**



Key Takeaways

Remove friction

HEROLD was able to increase efficiency in many ways, such as cutting planning time by up to 95 percent and boosting daily sales orders by 25 percent. The company streamlined their inflexible sales incentive processes and is now able to rapidly and accurately calculate commissions while providing transparency through user-friendly dashboards.

Be flexible and agile

No longer dependent on IT, the HEROLD team now has the flexibility to implement new sales plans and revise existing ones in response to company goals and marketplace dynamics. It can make faster, more accurate computations with the high-powered Varicent calculation engine. And individualized dashboards provide a single, reliable source of truth shared across the enterprise.

Create predictable revenue

HEROLD reps are now more inclined to sell subscription-based services. As a result, the company has more predictable revenues and can streamline its sales teams. The company recently reallocated resources within its sales force, resulting in a leaner, more efficient team.

Varicent Incentive Compensation Management removes friction from sales compensation, enables you to adapt strategy to stay in step with the market and provides you with actionable insights to outdo past performance.

Learn more about how Varicent can help you and your teams.

Book a demo today

