

What Does It Take To Achieve Sales Excellence Now and In The Future?



Seth Marris

Chief Strategy Officer

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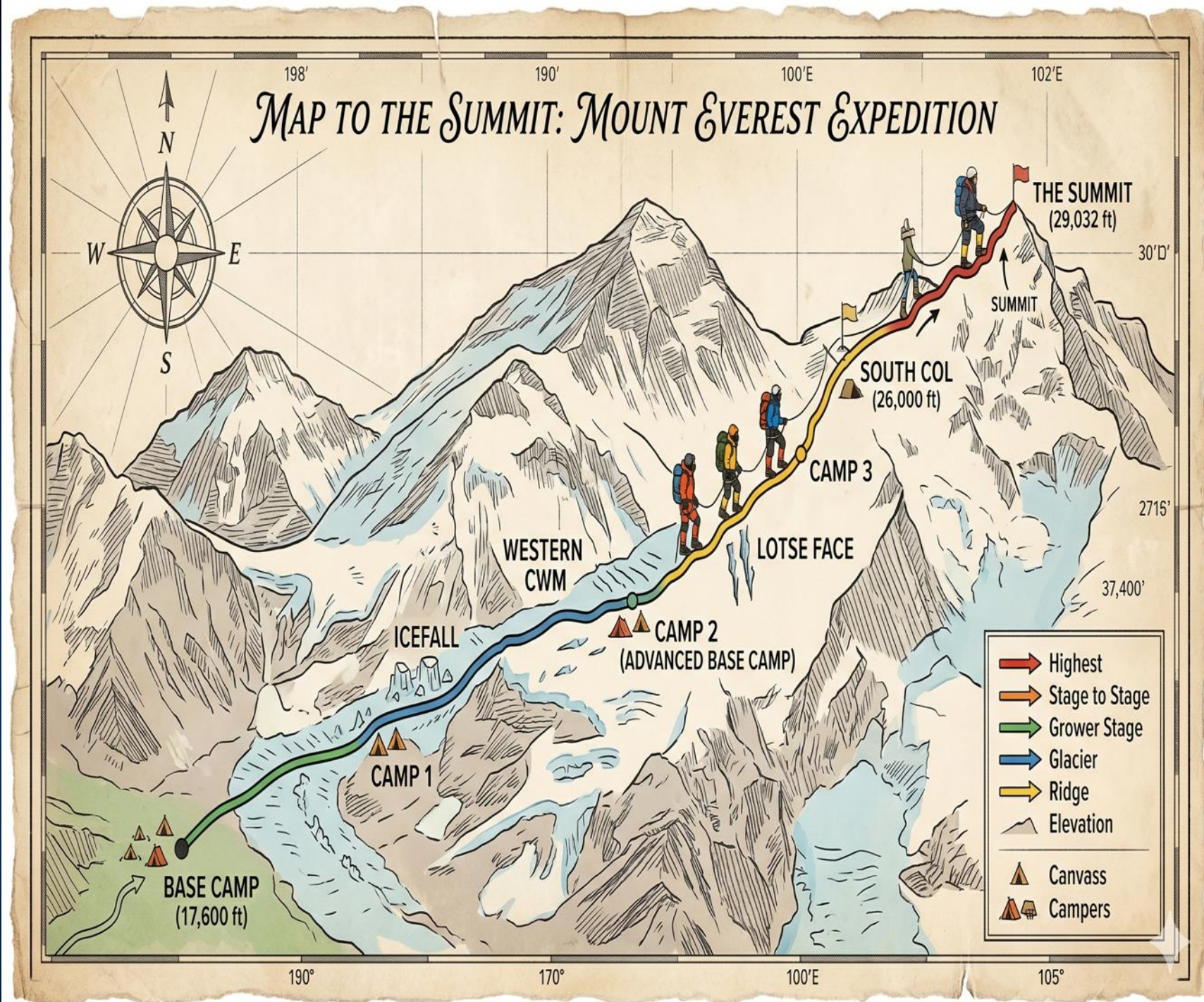
What does it take to achieve sales excellence now and in the future?

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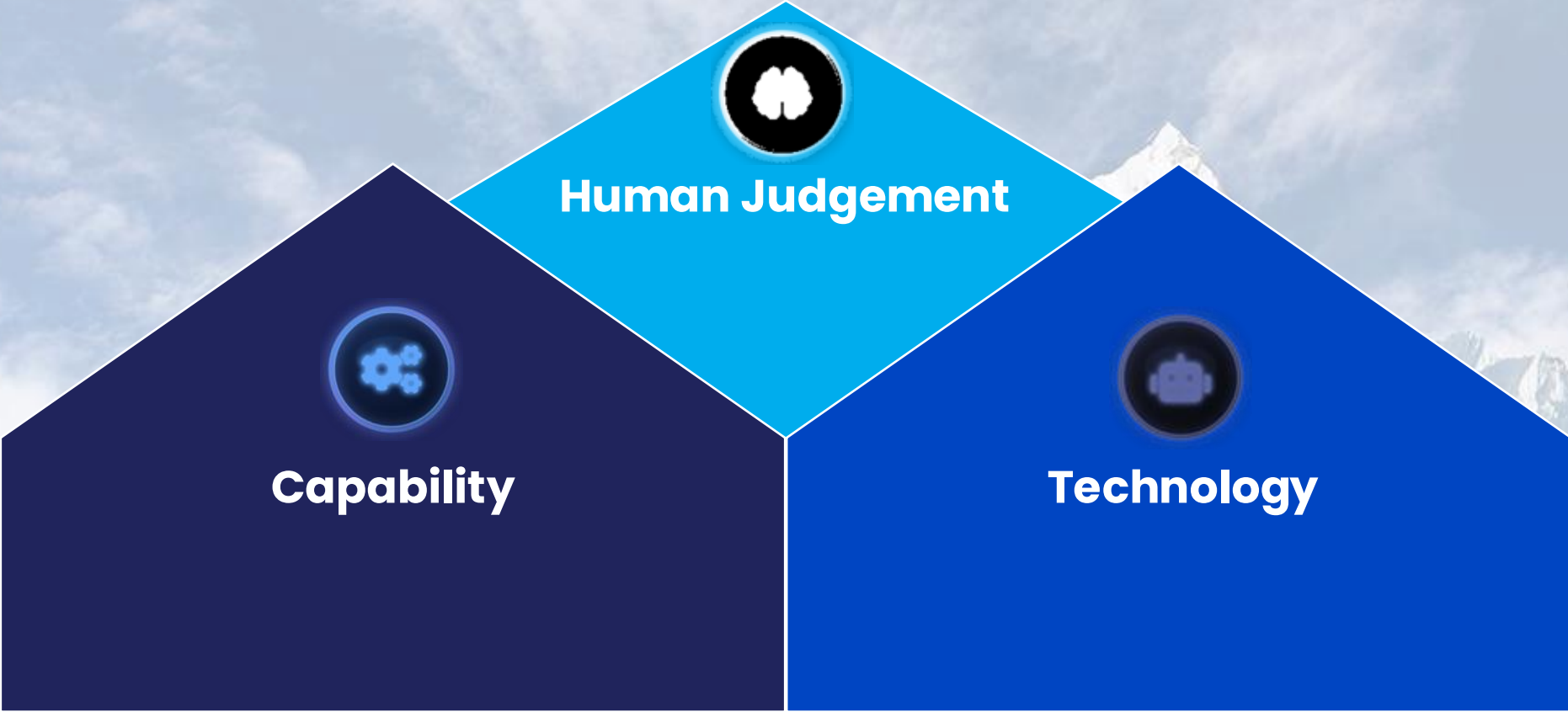
What is your goal when climbing Mt Everest?



Make it to
the top?



How do you give yourself the best chance to succeed?



Human Judgement

- Reading conditions in real time
- No two climbs are identical
- Team dynamics



Capability

CRITICAL CAPABILITIES OF A CLIMBER

■ Everest climber ■ Average person

VO₂ MAX (ml/kg/min)

70+
35-45

RESTING HR (bpm)

38-48
60-80

TRAINING HRS/WEEK

15-20
0-3

Technology



7,563

339

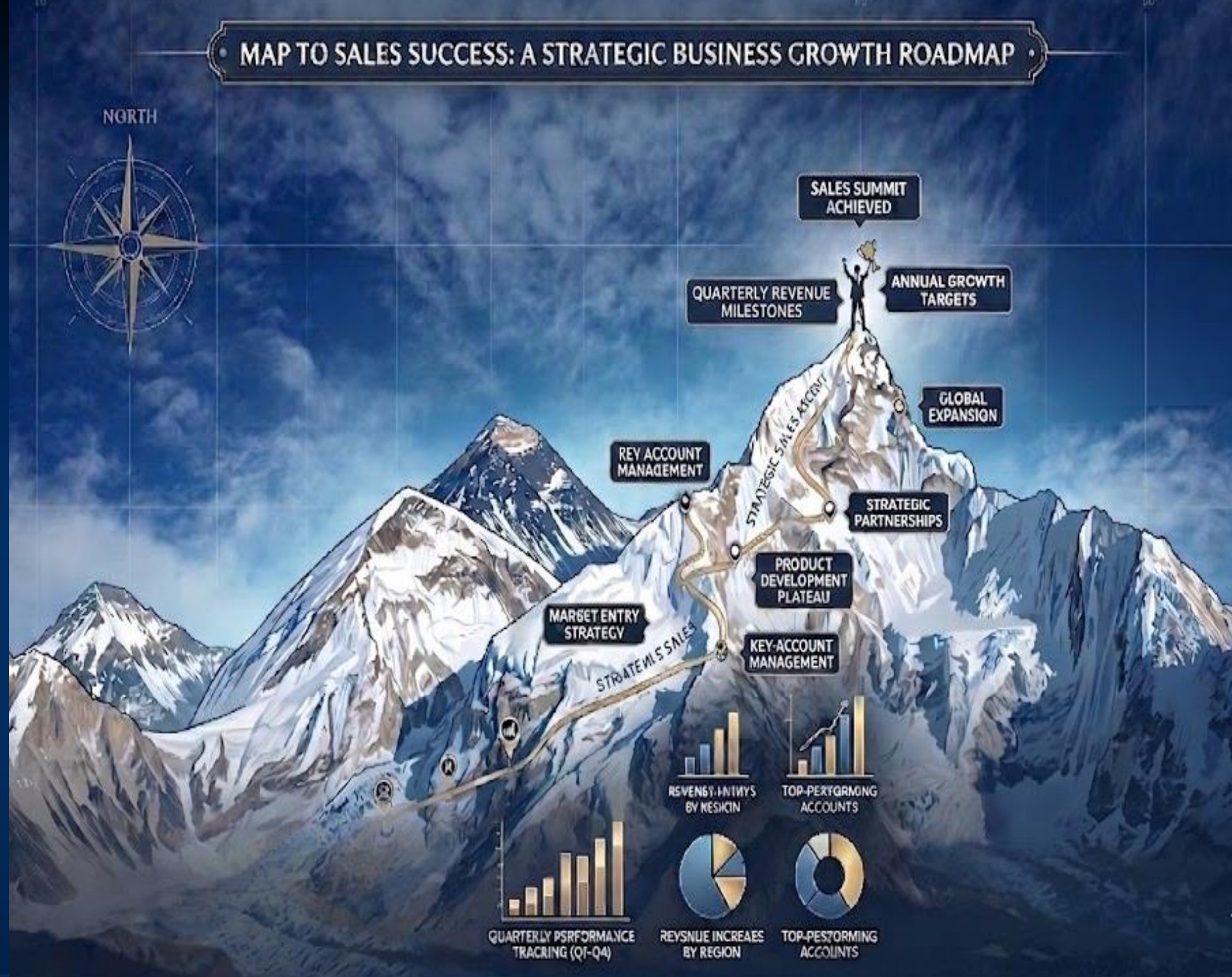


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What is your sales teams goal?



MAP TO SALES SUCCESS: A STRATEGIC BUSINESS GROWTH ROADMAP



Beat your target?

Sales performance management's role reaching growth objectives

Where are things going?



Incentives

Motivate your sales force

AI will create significant compensation administration efficiency



Sales Planning

Optimize your territories and quotas

Planning cycles will speed up as data becomes more embedded



Seller Insights

Give sellers a clear path to quota

The pressure to increase quotas due to AI capacity will progress quickly.



Incentives

Motivate your sales force

Where are things going?

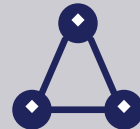
AI will create significant compensation administration efficiency



Ticket management will be 99% automated



Quality control will be done by AI



Seamless data integrations will be standard



Sales Planning

Optimize your territories and quotas

Where are things going?

Planning cycles will speed up as data becomes more embedded



As quotas move from annual to on demand, forecasting will become part of your job.



AI agents will also need plans to motivate their performance.



Tying seller actions to outcomes will be standard



Seller Insights

Give sellers a clear path to quota

Where are things going?

The pressure to increase quotas due to AI capacity will progress quickly.



Ensure quota increases are rational to avoid a mass exodus

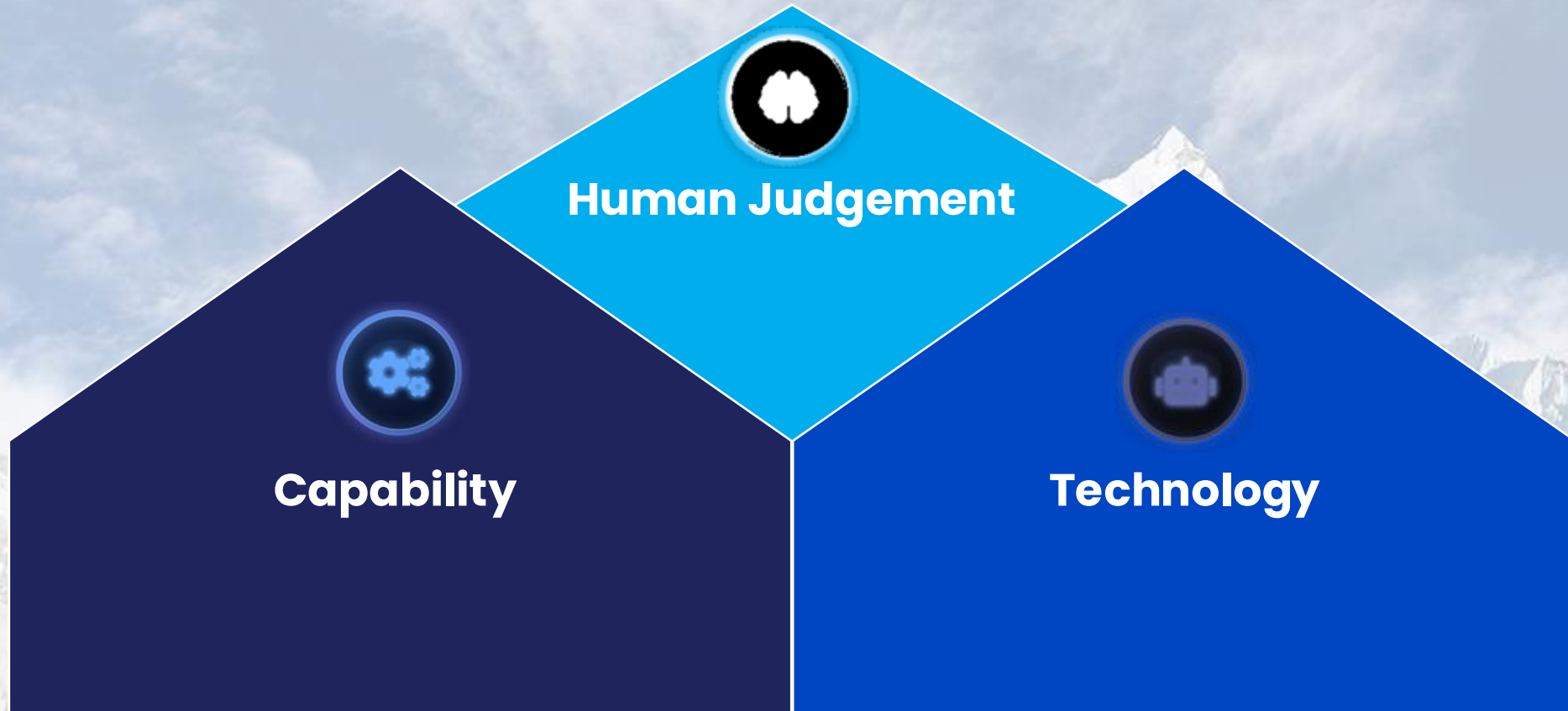


Usage models will require faster reporting to maintain motivation



Introduce new metrics that go deeper than quota attainment (Such as training adoption)

Enabling peak growth



Human Judgement

- Reading conditions in real time
- No two sales are identical
- Team dynamics



Capability

CRITICAL CAPABILITIES OF A SELLER

■ Elite seller

■ Average seller

DATA CAPTURE

70–80%
20–30%

REVENUE PER REP SCORE

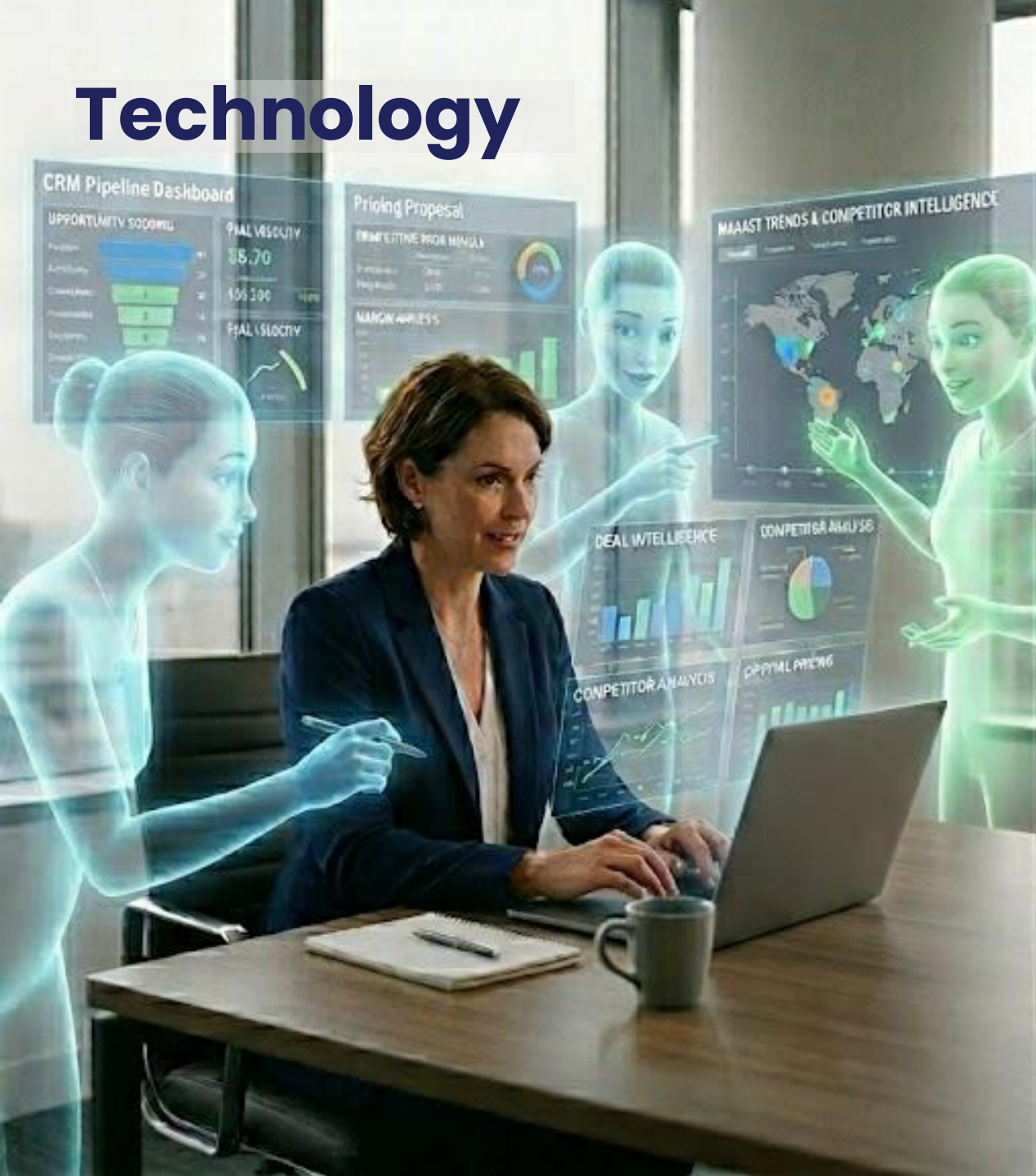
+70%
0%

SKILL BENCHMARK

90–100%
20–30



Technology



Key Takeaways

AI isn't cheating if your goal is reaching the summit



Efficiency gains should be seen as an unlock for comp admins



Now is the time to reinvent incentive design



Soft skills are the new hard skills



How to make the most of today?

Commit to your next step by picking one action per area to complete when you get back to work tomorrow

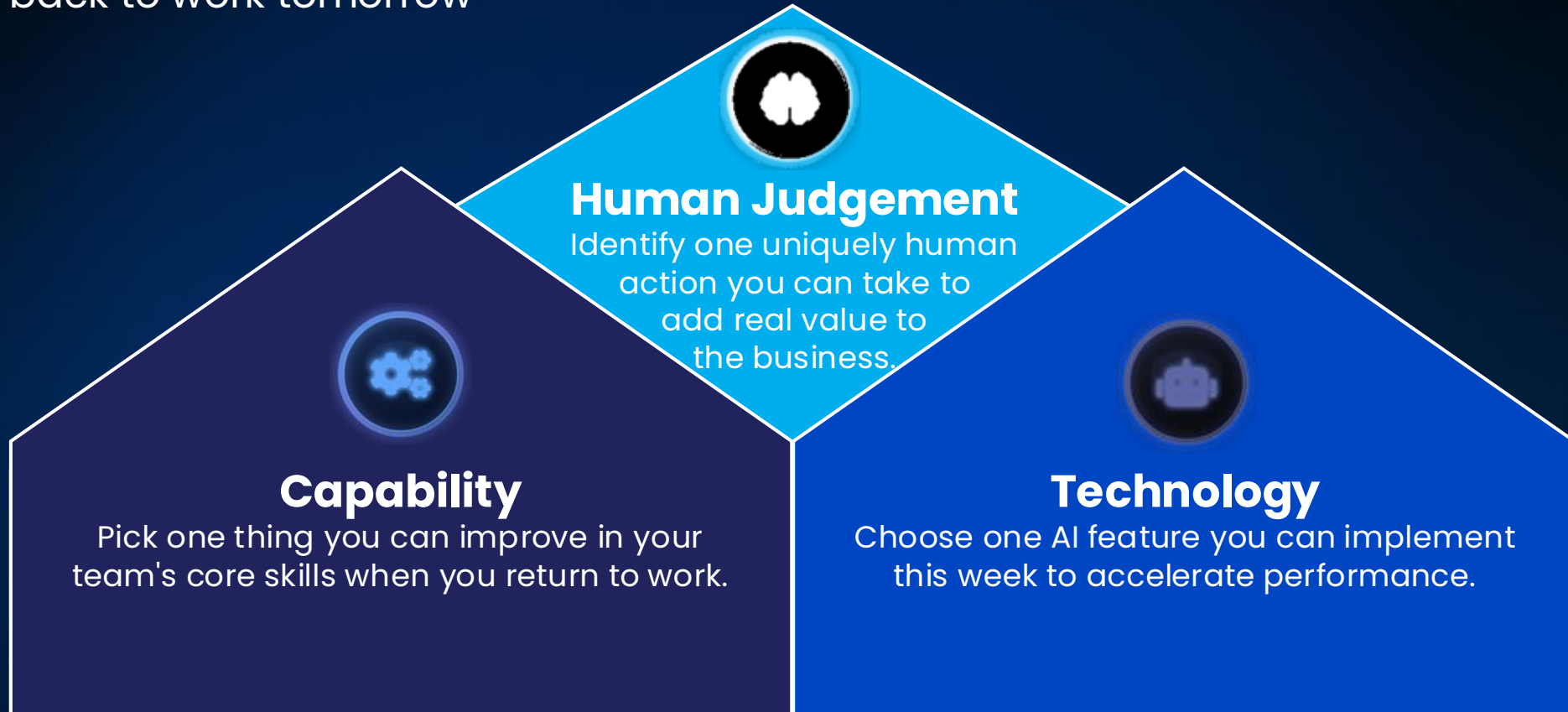


Human Judgement

Identify one uniquely human action you can take to add real value to the business.

How to make the most of today?

Commit to your next step by picking one action per area to complete when you get back to work tomorrow





Thank you

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