



LINKING PERFORMANCE MANAGEMENT & SALES COMPENSATION

More and more companies are looking to use data to help drive decisions. One of the common challenges facing HR departments is how to effectively work with sales management to ensure an effective process for executing performance management within the sales organization.

Following is an example of how OpenSymmetry helped one of our clients create a link between their sales compensation administrative program to track the performance management of their sales team by leveraging data and an automated workflow process.

CHALLENGE

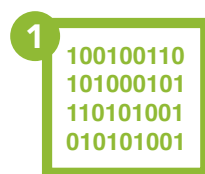
The client created a process to help notify both Sales Management and HR when individuals were underperforming. The process was designed to ensure appropriate resources were notified when resources on the sales team needed coaching or potential removal in real time (rather than a month in arrears). **Given the manual nature, the process resulted in:**

- Subjective execution and lack of formal audit creating legal exposure
- Delayed engagement, reducing the number of individuals successfully coming out of the program
- Field sales spending too much time facilitating the process, leaving them with less time to sell
- Frustration among sales management

SOLUTION

With a goal to automate their process (and eliminate non-data driven decisions), the team was able to leverage its incentive compensation solution to provide HR with direct visibility into the relevant (filtered) results. **OpenSymmetry worked with this client to develop the necessary reports and an automated workflow process that enabled HR to create a more effective relationship with the sales teams.**

BENEFITS



A data-driven process that is fully auditable and legally compliant



Ability to quickly identify and target underperforming sales reps in a timely manner



Enhanced user experience and sales manager enablement of "coach to grow"

To find out more about how OpenSymmetry can help your organization create a link between your sales compensation program and performance management, email us at os_info@opensymmetry.com.

ABOUT **opensymmetry**

OpenSymmetry is a global consulting company that specializes in the planning, implementation, and management of sales performance management (SPM) solutions supported by the industry's leading technology suppliers. Since 2004, OpenSymmetry has enabled over 1,100 customers, ranging in size and industry, to achieve greater operational efficiency and get better sales results. To learn more, visit opensymmetry.com