

PLAN FOR A BETTER FUTURE WITH AN OS SPM PROGRAM ASSESSMENT

SPM PROGRAM ASSESSMENT & FUTURE STATE PLANNING

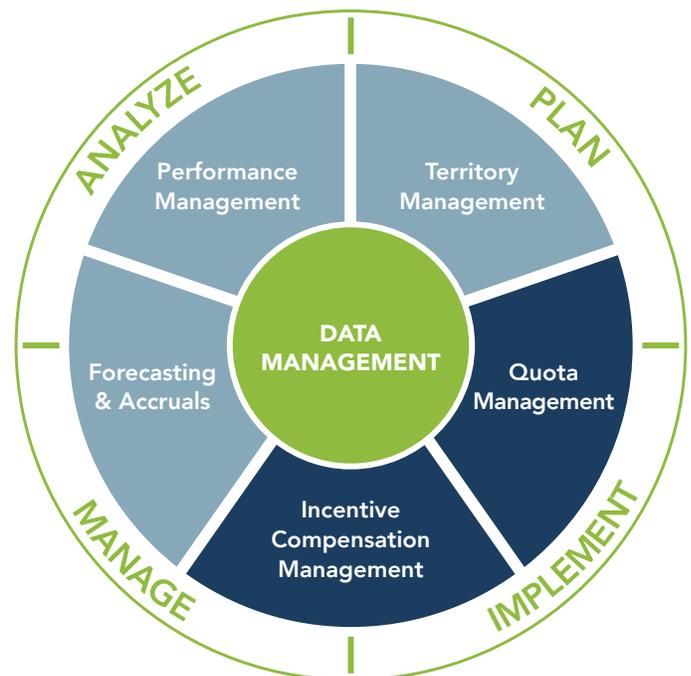
WHY PERFORM A SALES PERFORMANCE MANAGEMENT (SPM) ASSESSMENT?

By taking a holistic look at strategies, processes, organizational structure, and technologies, OpenSymmetry helps organizations that want to:

- Optimize the use of their SPM processes
- Increase the effectiveness of their internal staff
- Enhance user adoption and communication (workflows, reporting & analytics, etc.)
- Improve the ROI from SPM technology investments

WHAT WILL AN SPM ASSESSMENT COVER?

Leveraging OpenSymmetry's sales performance lifecycle model, assessments focus on tactical objectives while ensuring that you understand how technology can support all aspects of the end-to-end SPM process.



OpenSymmetry helped us to evaluate our ICM program in a new light. Their technical and business expertise allowed us to understand the details of how changes would impact our system and processes. This enabled us to implement changes that would have the biggest impact on our business.

– Sales Operations Manager, Wacker Neuson

THE OS APPROACH TO AN SPM ASSESSMENT



STEP 1

Planning and Preparation – project kickoff with data requests and a preliminary review of the SPM program



STEP 2

Assessment Workshop & Interviews – workshop with project team and process owners to review current state and identify future state needs



STEP 3

Technical Analysis – configuration review and analysis, evaluated against best practices and benchmarks



STEP 4

Readout – presentation of current state SPM assessment with prioritized areas for improvement, recommended next steps, and expected benefits

Our project approach uncovers where your incentive compensation processes, resource allocation, and supporting technology stand relative to the current and ongoing needs of your business and market practices.

At the end of the assessment, you will walk away with:

- Identified opportunities to improve SPM performance
- Developed future state goals for ongoing SPM management
- Prioritized recommendations and roadmap to execute and complete
- ROI analysis and business case for recommended changes

To learn more about how OpenSymmetry can help you plan for a better future, visit us at 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, please visit opensymmetry.com.