

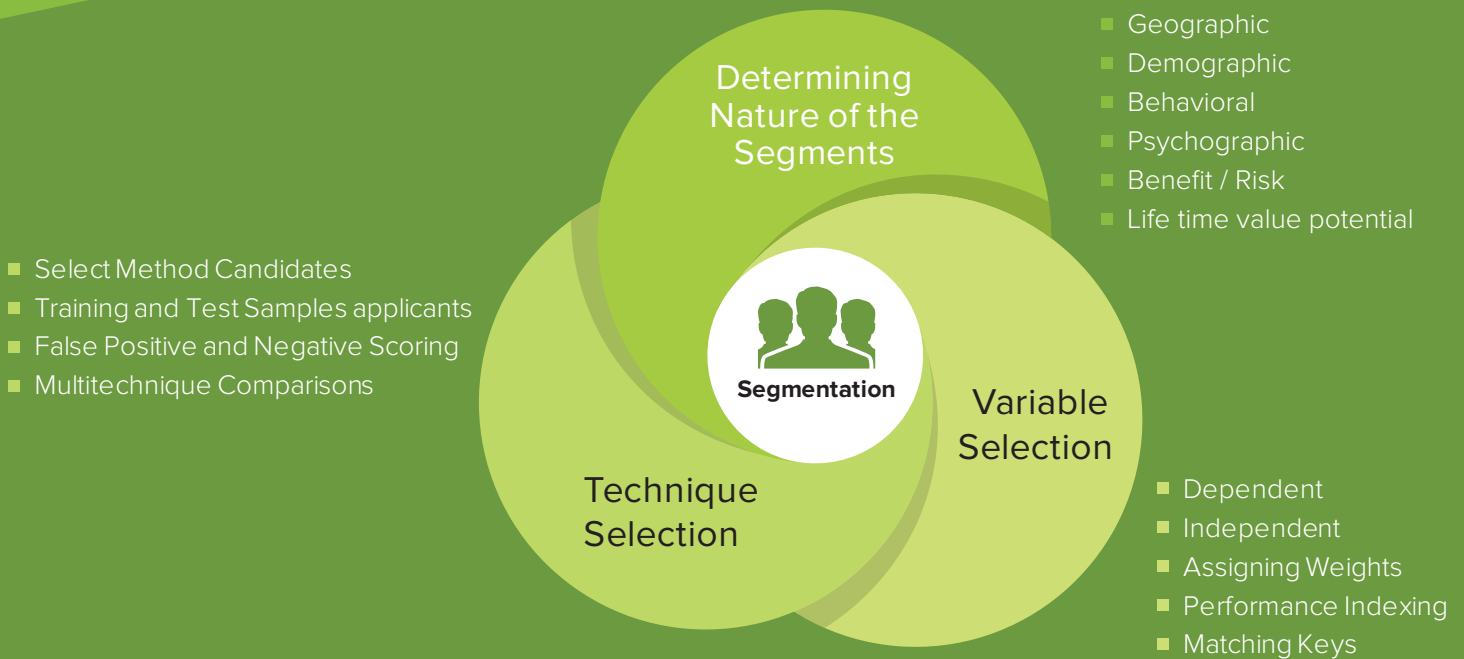
SALES ANALYTICS SERVICES



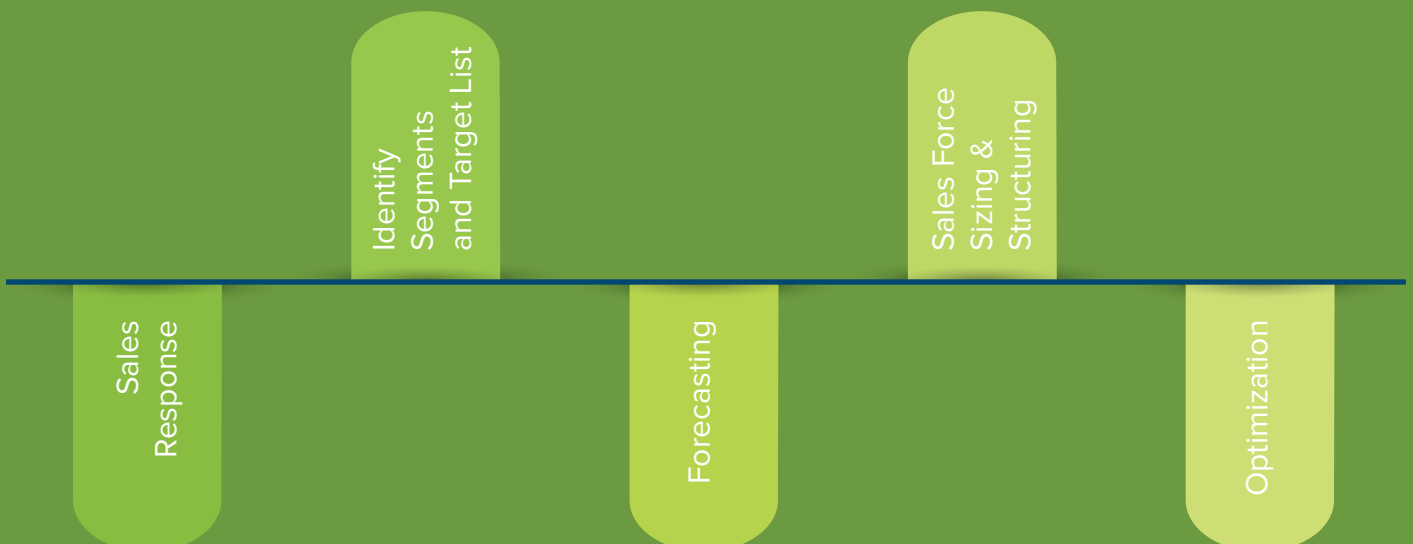
Our Sales analytics services group specializes in converting disparate sources of information into relevant and actionable insights for robust and rapid decision making for sales professionals,

whether used as part of our DDS-BrandEX™ platform or as a standalone service offering. We help you glean traditional insights from structured data sources (Sales force effectiveness etc) as well as rare insights from unstructured sources previously considered unusable (Rep/ MSL Feedback, CRM analytics etc). The range of services offered in a scalable delivery model makes it easy for sales teams to leverage our industry expertise across a variety of engagement models ranging from tactical execution to strategic centers of excellence.

SEGMENTATION - PROCESS OF EXECUTING SEGMENTATION PROJECT



SALES FORCE EFFECTIVENESS - SEGMENTATION, TARGETING AND OPTIMIZATION



EXPERTISE IN END-TO-END INCENTIVE COMPENSATION PROCESS

PAYOUT PROCESS

- Get actual sales at territory level
- Calculate sales vs. quota
- Apply eligibility rules
- Calculate payout at territory level
- Roll up data at division and region level
- Communicate the payout to the field

IC PLAN DESIGN & QUOTA SETTING

- Prepare sales and goals data
- Determine salary vs. incentive mix
- Design motivating plan
- Prepare quota at territory level

IC ADMIN & REPORTING

- Create and maintain IC reports/dashboards at geography, product & sales force related
- Performance summary reports for leaders
- Share SvQ and payout reports with field force

SALES PERFORMANCE – TRACKING AND ANALYTICS

