

Opportunity Segmentation and Sales Compensation for Tech Company

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The Situation



Coverage approach and sales compensation plans at a high-growth,

global network security firm did not align with the company's growth objectives. The crude segmentation model ineffectively deployed sellers.

The Challenge

The company needed to realize their aggressive growth goals and learn how to effectively scale them for success. They also needed to enhance the effectiveness of refined job roles by aligning accounts to target and quotas and sales compensation plans to effectively motivate and reward.

The Solution

The Alexander Group (AGI) analyzed the market data to develop an opportunity model and segment current and prospect accounts. AGI created a **multi-variate segmentation model** that contained inputs to include company sales, employee count, industry and IT spend. AGI also designed quota methodology and sales compensation plans aligned to opportunity and growth objectives. The **methodology quota roll-up tool** incorporates seller territory opportunity to set fair and equitable quotas.

The Benefit

The company was able to identify opportunities to efficiently focus refined roles, appropriately apply quotas based on market opportunity and reward for growth through sales compensation.