

# 3 Hurdles to Overcome for Effective Sales Planning



## Are any of these tripping up your sales organization?

Why do most large enterprise go-to-market (GTM) teams struggle with the sales planning process as it relates to optimizing revenue operations? The problem is the lack of a reliable, repeatable, and data-centric approach to both short- and long-term planning.

### Hurdle 1: Your territory designs are based on guesswork, not data

**Territory designs are supposed to spur growth**



**2-7%**

The amount of revenue growth expected from effective territory designs<sup>1</sup>

**But poor territory designs can impact performance**



**30%**

The amount sales teams underperform when sales territories aren't optimized<sup>2</sup>

**And can lead to higher rates of seller attrition**



**89%**

Of sellers report experiencing burnout, and over half are actively seeking new jobs<sup>3</sup>

### Hurdle 2: Your account plans aren't properly utilized or driving growth

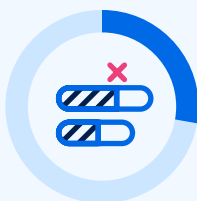
**Effective account plans increase share of wallet**



**48%**

Increased likelihood of growing revenue within an account when leveraging strategic account plans<sup>4</sup>

**But most teams fall short of their goals**



**28%**

of sales leaders report their account management process regularly met their cross-selling and account growth targets<sup>5</sup>

**And many others don't use account plans at all**



**56.5%**

of sales organizations don't take advantage of account planning to grow their strategic accounts<sup>6</sup>

### Hurdle 3: Your top SEs and other supporting sales resources are burned out

**Effective resource allocation improves productivity**



**10-20%**

Increase in sales productivity when sales territories are thoughtfully designed and optimized<sup>7</sup>

**But resource contention leads to poor preparation**



**82%**

of B2B decision-makers think sales reps are unprepared to make a sale<sup>8</sup>

**So too much time is spent on deals that aren't as likely to close**



**38%**

More time is spent on closed-lost opportunities than closed-won deals<sup>9</sup>

## Explore What's Needed for More Effective Sales Planning to Yield Better Outcomes



Get our eBook to learn more about these stumbling blocks and proven ways to clear the hurdles.

[Get the eBook](#)



Read our workbook for prescriptive guidance and steps you can take for optimal sales planning.

[Get the workbook](#)

<sup>1</sup> Harvard Business Review, "Why Sales Teams Should Reexamine Territory Design"

<sup>2</sup> Xactly, "Sales Territory Planning Best Practices," Aug. 15, 2022

<sup>3</sup> Gartner, "How to Motivate and Retain Your Sales Team," Aug. 30, 2022

<sup>4</sup> Gartner, "Position Sales Teams to Grow Accounts, Not Just Retain Them," Dec. 21, 2018

<sup>5</sup> Ibid

<sup>6</sup> LinkedIn, "Account Management Part 2: Why You Need A Formal Approach To Account Planning" Jan. 3, 2017

<sup>7</sup> Alexander Group, "Territory Design – the Gateway to Increased Sales Productivity"

<sup>8</sup> MarTechCube, "The State of SaaS Sales: Challenges, Skills, and Tech," July 30, 2022

<sup>9</sup> People.ai, "5 Characteristics of Closed-Won Deals"