

TOP 10 INSIGHTS

ON SALES PERFORMANCE MANAGEMENT TECH

WorldatWork and OpenSymmetry surveyed more than 400 firms to understand their Sales Performance Management (SPM) practices, including administration, quota planning, territory optimization, and analytics. The study contrasts firms using SPM technology with those that don't, highlighting how technology impacts SPM effectiveness and addresses related challenges.



01. SPM Growth

Nearly half (46%) of organizations surveyed use SPM-specific technology, indicating its growing importance in managing sales operations.

Larger firms dominate SPM adoption, with 75% of organizations with over 1,000 payees utilizing SPM technology. SPM technology's penetration rises sharply with firm size.

02. Big Firms Lead



03. Centralization

Companies using SPM technology are more likely to centralize their SPM related processes under headquarters staff.

Sales compensation administration remains the most common application of SPM, followed by workflow automation (49%) and plan design (38%).

04. Key Uses



05. Ops Gains

SPM technology is most often adopted to gain operational effectiveness.

Over 80% of firms report that SPM solutions meet or exceed their expectations for return on investment and financial performance.

06. High ROI



07. Shifting Roles

When an SPM technology is used, firms are more likely to shift responsibility for sales compensation program management to a sales operations function.

Firms using SPM tech report higher effectiveness in core SPM disciplines: administration, design, territory planning, quota planning, analytics, and workflow.

08. Better Results



09. Clearer View

More than 90% say SPM meets or exceeds expectations for increasing transparency to help improve the level of trust between payees and management.

When asked "What would I do differently before implementing SPM?" the number-one answer was "Streamline processes before deployment."

10. Streamline



Read the full study at:
worldatwork.org/research/sales-performance-management