Xpower sales target setting platform

Configuration Details

- Easy to use
- Cloud-based solution
- 15+ target setting methodologies
- A simple process aligned with industry best practices
- Ensures accuracy and fairness in target setting
- Secure and GDPR compliant data storage

- Upload and review your historical sales data using a built-in quality dashboard
- Run and test unlimited scenarios and establish accurate targets
- Perform a retrospective analysis to select the best approach
- Fine tune targets
- Combine multiple products and scenarios to set team targets
- Downstream validation and reporting to sales representatives and ability to make final adjustments

End-to-end solution for all your sales target setting initiatives

Xpower
sales target setting

01.

Scenario **building**

Create multiple scenarios with the click of a button. Experiment with historical baseline periods, different approaches and adjustments and control every variable of your target setting to ensure fair targets. With Xpower sales target setting, the possibilities are truly endless.
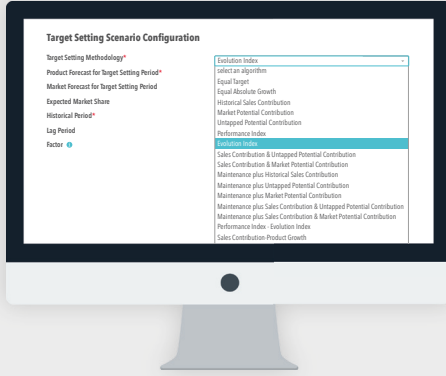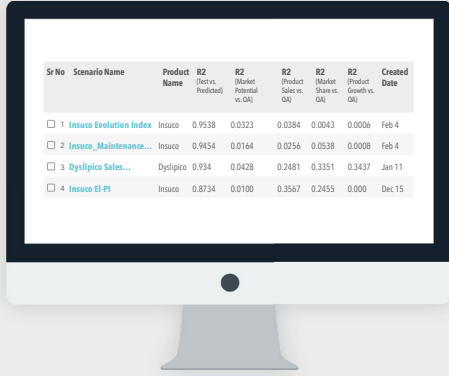
*Create multiple target setting scenarios* — *Use different approaches to find the right fit* — *Analyse using different baseline periods*

02.

Built-in retrospective **testing**

Select the best approach for your target setting using the retrospective analysis, which shows the accuracy and any significant bias in your target setting model if the same was applied in the past. Change your target setting variables at will and check the impact of the change in the retrospective analysis on the go.
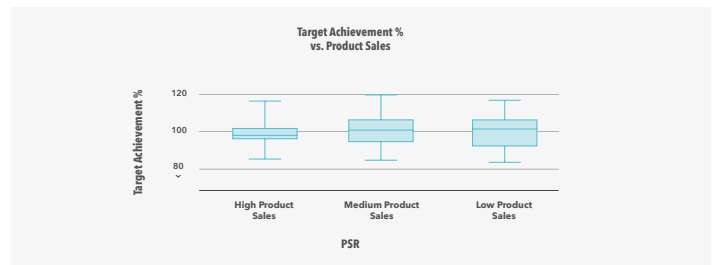
Review standard deviation
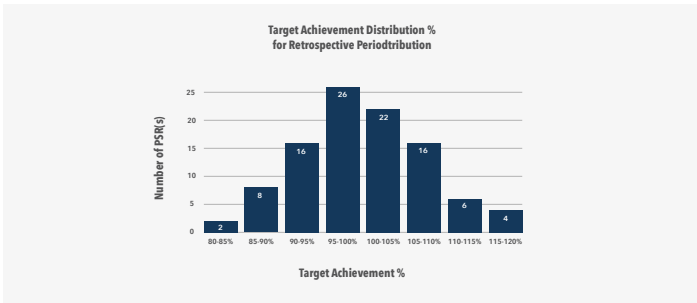
Review R2 score
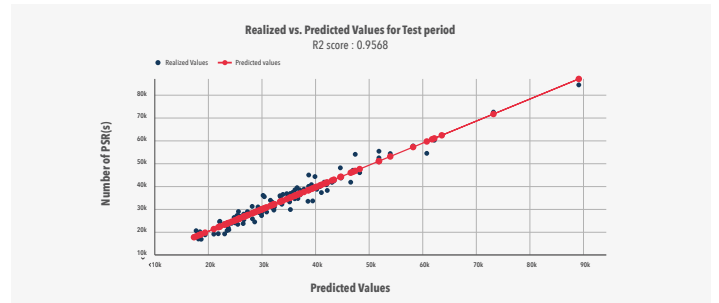
Review target setting bias

Review results across different territory sizes

03.

Target **adjustments**

Make final adjustments by using guardrails (caps and floors), setting minimum and maximum forecasts or making direct edits for one or multiple PSRs. Changes at one level are also reflected automatically in other levels.

○ Floor & Cap   ○ Set Min and Max Forecast   ○ No Adjustments

Algorithm*

| Equal Split Approach | × ▾ |

Floor %* ⓘ

| 5 |

Cap %* ⓘ

| 10 |

GO

Normalized Period for Growth Calculation

| July, August, September, October, November, December |

Make bulk adjustments via rules or manual adjust targets for specific territories

| Sr No	PSR ID	PSR NAME	FLSM ID	FLSM NAME	NSM ID	NSM NAME	GOAL GROWTH % VS BASELINE	CHECK IF HITTING FLOOR/CAP?	FLOOR CAP/MAX-MIN GOALS	FLOOR/CAP EXCELL GOALS	REVISED GOALS	EQUAL SPLIT EXCESS/DEFICIT	FINAL GOAL	FINAL GOAL GROWTH	FINAL ADJUSTED GOALS	ADJUSTED GOAL GROWTH
1	TM6PSR_010	Lea Bauer	TM6FLSM_001	Franz Steiner	TM6NSM_001	Renata Rudolf	9.32%				16,117	369	16,487	11.82%	16,487	11.82%
2	TM6PSR_002	Emilia Schmidt	TM6FLSM_001	Franz Steiner	TM6NSM_001	Renata Rudolf	11.21%	Hitting Cap	18,600	-204	18,600		18,600	10.00%	18,600	10.00%
3	TM6PSR_004	Mia Fischer	TM6FLSM_001	Franz Steiner	TM6NSM_001	Renata Rudolf	10.43%	Hitting Cap	13,914	-54	13,914		13,914	10.00%	13,914	10.00%
4	TM6PSR_001	Emma Müller	TM6FLSM_001	Franz Steiner	TM6NSM_001	Renata Rudolf	10.00%	Hitting Cap	29,013	-1	29,013		29,013	10.00%	29,013	10.00%
5	TM6PSR_011	Ben Hoffmann	TM6FLSM_001	Franz Steiner	TM6NSM_001	Renata Rudolf	14.70%	Hitting Cap	13,404	-572	13,404		13,404	10.00%	13,404	10.00%
6	TM6PSR_014	Leon Richter	TM6FLSM_002	Dominik Gebauer	TM6NSM_001	Renata Rudolf	12.40%	Hitting Cap	15,592	-341	15,592		15,592	10.00%	15,592	10.00%
7	TM6PSR_006	Lina Schäfer	TM6FLSM_001	Franz Steiner	TM6NSM_001	Renata Rudolf	11.10%	Hitting Cap	20,337	-203	20,337		20,337	10.00%	20,337	10.00%
8	TM6PSR_012	Paul Schulz	TM6FLSM_001	Franz Steiner	TM6NSM_001	Renata Rudolf	11.43%	Hitting Cap	19,030	-248	19,030		19,030	10.00%	19,030	10.00%

04.

Downstream validation and **reporting**

Execute a controlled target validation with the sales managers using Xpowers built-in validation. The fully automated process prevents any back and forth exchanges and makes validation easy and seamless.
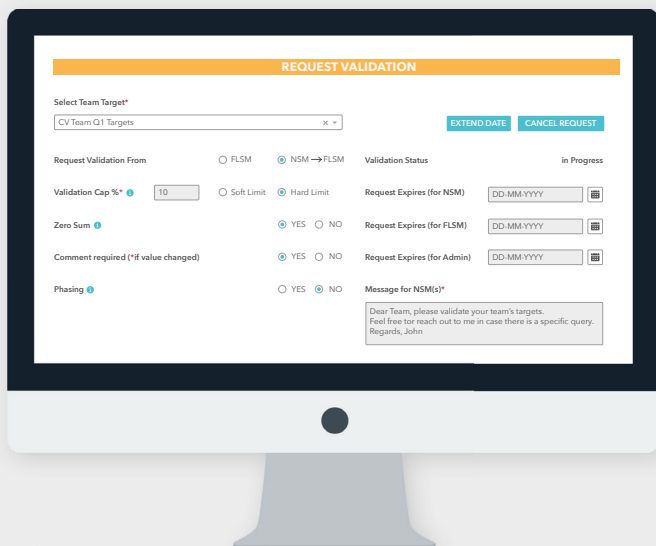
Set up a controlled validation request
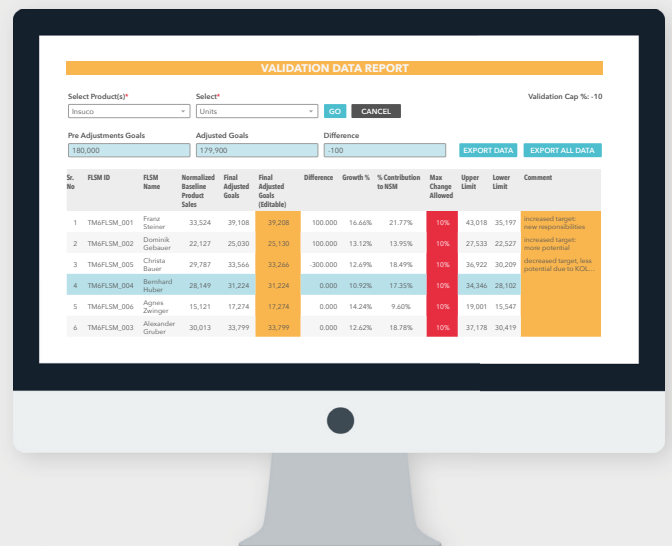
Monitor validation results

Sales Target **Setting**

Why is accurate target setting so important?

Target setting is the process of allocating targets based on geographic potential. Inaccurate target setting impacts both the company and the sales team negatively.

Company

▸ Increased financial burden for the company; lower ROI

▸ Lower sales than expected

▸ Product priorities are not followed (e.g. total revenue target is achieved but not your goal per product)

▸ National targets are not achieved but top dollars are paid to high performers

Sales force

▸ Decrease in incentives

▸ Frustration and disengagement

▸ Decrease in motivation

▸ Increase in attrition rates

How can I identify if my target setting process is not robust?

There are several subtle and strong warning signs that one can look out for to identify if the target setting process is in need of an overhaul.

Performance fluctuation

Bias in sales target achievement

Mismatch between sales performance and total incentive payout

Existence of too many outliers

Disproportionate performance

High attrition rate