

**Sales Webinar Series: A Playbook for Sales Planning**  
**Event #4**  
**Pre-event Blog**  
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**Taking it all in: The top sales planning tips and best practices from people who've been there**

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To say that sales planning is...a process underplays just how many processes are involved in getting to a favorable end result. Previous webinars in “A Playbook for Sales Planning” series have taken on some of these processes as well as some of the stickier challenges.

- **Quota setting.** According to Mark Donnolo, founder of SalesGlobe, quota-setting is a primary concern (and pain in the neck) for sales organizations. According to Donnolo, fifty-two percent of those surveyed said it was the biggest sales compensation challenge they faced. His bottom-line advice? Although you can use many methods of quota setting at the same time, as a best practice companies should use opportunity-driven methods to help drive revenue. (Watch the webinar)
- **Territory mapping.** Another winner in the contest of biggest sales planning challenges, successful territory mapping can help create focus and accountability—especially when they are synchronized with well-designed incentive compensation plans. But there's always the question of whether these well-designed territory assignments guide sales reps to better results or simply box them into underperforming. (Watch the webinar)
- **Forecast accuracy.** Everyone's favorite, forecasting accuracy, continues to have an impact on designing incentive compensation plans and actually, on sales performance in general. With insider information on how to hit a moving target in this popular this webinar (Watch the webinar.)

And if *your* sales plan isn't delivering on its promise, then don't miss the final webinar of the series, “The top sales planning best practices of 2015.” Watch as planning experts from OpenSymmetry and Anaplan offer their picks for sales planning best practices in areas that include

- Integrated planning
- Approaches to holistic sales performance
- Adapting to market changes
- Change management and collaboration

Register today to attend “The top sales planning best practices of 2015,” the last webinar in the sales planning playbook series.

And for a first-hand look and a chance to chat with the people behind the best practices, join us at Anaplan's Hub 2015 in San Francisco, May 18-20.

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Anaplan's sales planning playbook: a webinar series you shouldn't miss, and best practices to implement now.