

Varicent™ for Salesforce.com

*Driving sales efficiency and effectiveness with
sales performance management*

Data Sheet

Business Benefits

- Reduce cost of commissions and eliminate wasted spend
- Increase selling time and drive additional revenue
- Unlock the untapped potential of sales with AI and Analytics

Highlights

- Personalized commission statements
 - Electronic plan approvals and sign-offs
 - Automated inquiry and dispute resolution
 - Plan modeling and forecasting
 - Graphical compensation plan design
 - Sales performance analytics and reporting
-

Varicent™ is a powerful solution to manage sales compensation, optimize territories and set accurate quotas. Unlike traditional manual or spreadsheet-based solutions, Varicent solutions provide speed, flexibility and visibility to dramatically increase the efficiency and ease of administering variable compensation programs while providing true, in-depth insight into identifying and capturing revenue opportunities.

Extending SPM to CRM

To provide a more seamless experience to sales representatives, Varicent is embedded within Salesforce.com so that business users can access personalized compensation details and commission statements, in addition to up-to-date customer relationship management (CRM) information, in a single screen. With an integrated application, sales professionals are able to significantly improve their efficiency and allocate more time to serving customers and driving additional business opportunities.

The integration between SPM and CRM also enables sales managers and executives to associate, analyze and compare the key metrics between sales performance and market opportunity. With a unified view of pre- and post-sales information, business users can not only more accurately forecast future revenue and sales spend, but also apply this intelligence to territory management to help optimize sales coverage models, as well as quota planning, to drive the right corporate objectives. Varicent and Salesforce.com empower sales organizations to more effectively manage their costs and team performance.

Personalized sales performance management

For sales management

Plan Eligibility features streamline the process of defining and assigning new hires to compensation programs, as well as viewing, managing and modifying plans by components, weightings, tiers and payouts for existing sales representatives.

Territory Management enables managers to assign territories by geography, industries, named accounts, or other hierarchies to each individual. Effective dating features simplify constantly changing coverage models or temporary territory coverage in the event of salespersons going on leave of absence.

Quota Planning from top-down, bottom-up, or hybrid approaches helps to ensure that each sales team is aligned to the objectives of the business. Employees can also be placed under any number of compensation plans with varying pay periods to provide a more flexible pay program.

Sales Analytics enable sales management to more quickly and easily report on sales performance metrics from a high-level perspective such as sales by month, product, or territory, down to in-depth analysis of team rankings or sales team productivity and effectiveness. Insight into plan performance, contest results and individual development also provide critical intelligence in motivating and retaining top talent in the organization.

Performance Appraisals and MBOs allow managers to offer objective-based bonuses or compensation components to employees. Self-assessment worksheets or performance review documentation are delivered transparently and automatically to the appropriate parties through pre-defined workflows to facilitate top-down and bottom-up evaluations.

For sales representatives

Plan Documentation is personalized to each individual user in addition to any other tools or supporting materials. Compensation documents and communications are managed from a centralized repository to help ensure consistency and traceability.

Personalized Commission Statements with drill-down capabilities for granular insight into payout details for each transaction eliminate shadow accounting to help maximize sales efficiency and opportunity.

Inquiries and Disputes are fully automated through pre-configured workflows to streamline the resolution process. Communications and payout adjustments are tracked for compliance and accuracy.

Self-Calculators and other forecasting tools enable users to perform ‘what-if’ analysis against their respective sales opportunities or expectations in order to determine the optimal tactics to generate results and revenue.

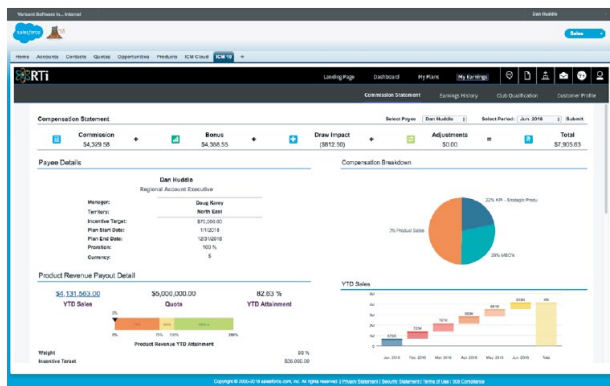


Figure 1: Single Sign-On enables users to access SPM and CRM information from a single screen.

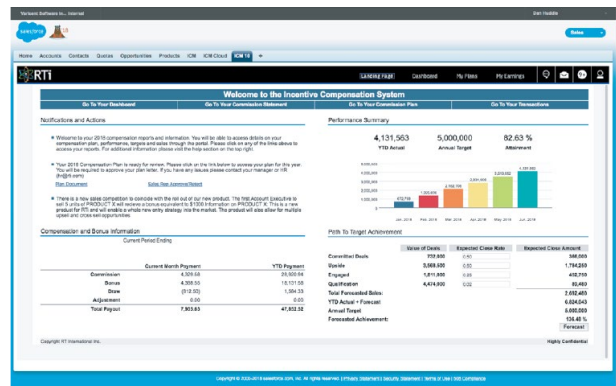


Figure 2: Varicent provides high-level and in-depth analytics into sales performance.

Why Varicent Sales Performance Management?

Grow, retain and satisfy customers

- Align sales resources with corporate strategy.
- Enable new kinds of plans and objectives that drive how clients are sold and serviced.
- Deploy territory structures and coverage models to support evolving customer needs.
- Gain insight to sales effectiveness.

Increase operational efficiency

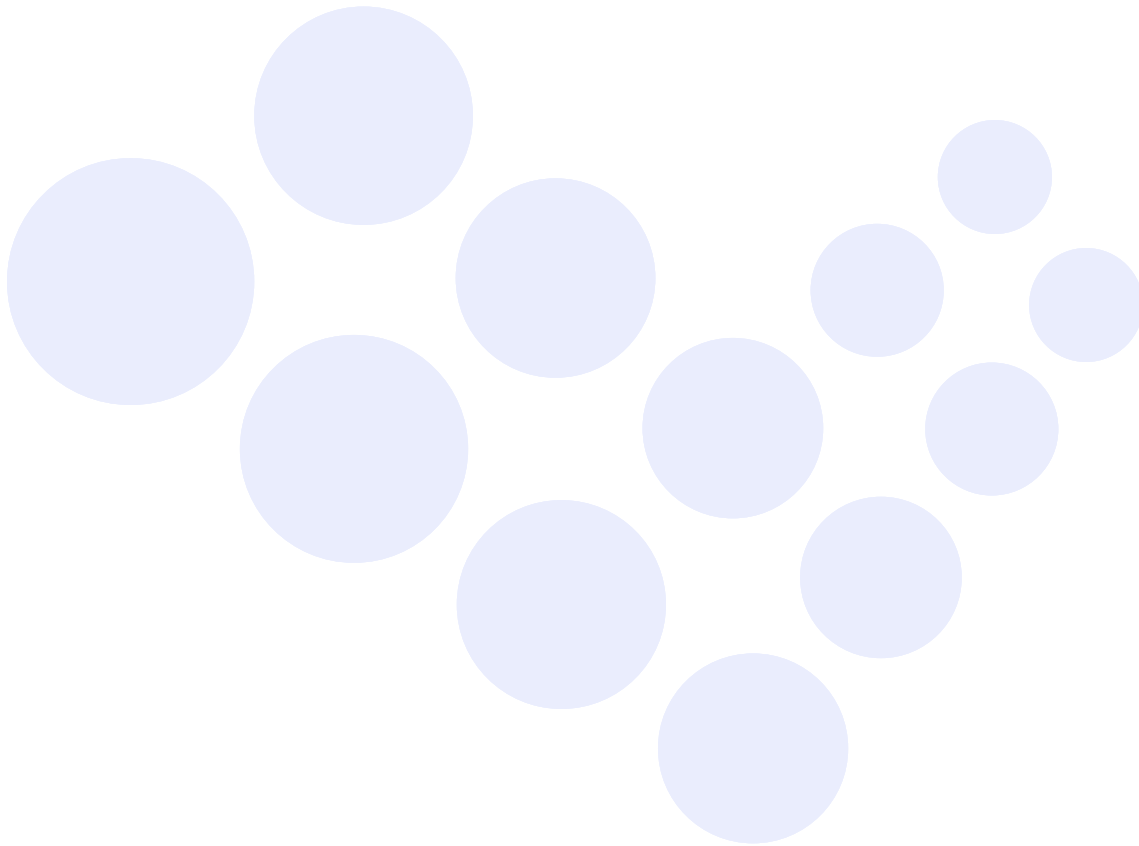
- Reduce related compensation, territory and quota cycle times.
- Deliver detailed, personalized incentive statements and reports to improve understanding and decision making.
- Leverage workflow for SPM processes, including inquiries and disputes.
- Ensure process scalability and flexibility.

Transform financial processes

- Model compensation plans before rollout to understand and optimize its impact on the business.
- Create more accurate forecasting and accruals.
- Reduce manual intervention and errors.

Manage risk, fraud and regulatory compliance

- Meet business and regulatory needs for controls and auditability into the compensation process.
- Provide program and process reporting.
- Improve program governance.



About Varicent™

Varicent is the leading provider of Smart SPM (sales performance management) cloud-enabled software for mid-market and enterprise companies in any industry. Its augmented intelligence powered platform enables customers to quickly and easily see and address sales trends, problem areas, and opportunities, by predicting outcomes and prescribing actions to optimize revenue. Varicent pioneered incentive compensation and sales performance software that helps customers manage highly complex compensation plans, territories and revenue goals.

For more information

To learn more about Varicent's solutions, contact your Varicent sales representative or visit: www.varicent.com

© Copyright Varicent 2020
Varicent™
Canada: 4711 Yonge St., Suite 300
Toronto, ON Canada M2N 6K8
March 2020

Varicent and the Varicent logo are trademarks of Varicent. Other product and service names might be trademarks of Varicent or other companies.

