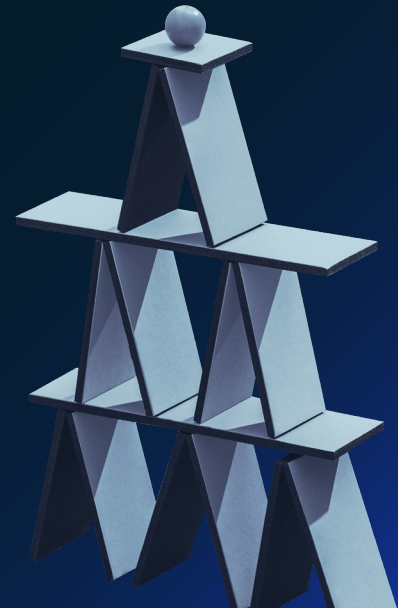




Periscope®
by McKinsey



Rep Planner: Sales analytics for growth and productivity

Rep Planner is an enterprise-grade analytics solution to support sales performance management. It utilizes sales growth analytics and collaborative planning to better align sales resources to opportunities to increase sales growth, while reducing planning overhead.

Rep Planner helps you grow revenue through increased selling time and optimal account coverage, improve sales operations efficiency by reducing rework and improving collaboration, and minimize business disruption and sales team attrition.

B2B sales organizations often fail at implementing new growth strategies due to deployment challenges. Organizations need to manage implementation through complex interdependencies across multiple stakeholders with continuously updated information. Existing processes that rely on disparate spreadsheets circulated across the organization are simply not effective. For example, the coverage strategy does not get deployed to the front line due to limited ability to monitor deployment and results in tons of wasted man-hours.

Rep Planner, a part of Sales Solutions, is a cloud-based software solution that addresses these issues and enables companies to effectively translate their go-to-market strategy to field-ready sales plans.

Why is Rep Planner unique?

Rep Planner combines McKinsey proprietary coverage strategy frameworks, analytics, and leading external partnerships into a digital solution that can be deployed within organizations as an internal capability.

- Rapid iteration and collaboration with a “single source” of truth
- Consistent rules-based deployment of the strategy
- Real-time KPI monitoring to stress-test the plan as it is developed

How does Rep Planner work?

Rep Planner consists of 5 modules to capture end-to-end coverage design and deployment.

Potential planner:

Determine account potential by identifying growth areas

Segment planner:

Segment accounts based on opportunity

Capacity planner:

Establish the optimal headcount mix

Quota planner:

Align account targets to strategy

Roster planner:

Optimize rep assignments to accounts

How to engage with Rep Planner

Rep Planner can be deployed as an internal capability within an organization in two ways:

As a standalone license: Targeted support for configuration and training

Augment a consulting engagement: Implement a new sales coverage strategy with full support across design, configuration, training and roll-out

Rep Planner in numbers:

15%

Growth in operating income of an IT distributor

2x

Increase in selling time for top hunters of a chemical distributor

50%

Increase in sales footprint for a global medical products company

Get started

To learn more about Rep Planner, contact us at contact@periscope-solutions.com or visit www.mckinsey.com/periscope