

Sales Management Association Webcast



**SALES  
MANAGEMENT  
ASSOCIATION**

# Creating Resilient Sales Plans That Work Throughout the Year 2021

15 July 2021

Presented by

**John Capin**

Senior Director, Strategy,  
Planning & Rewards  
Genesys

**Mike Little**

VP of Commercial and  
Sales Operations  
Lumen Technologies

**Sarah Van Caster**

Director of Product  
Marketing, Sales Solutions  
Anaplan



© Copyright 2021 The Sales Management Association. All rights reserved.

# About The Sales Management Association

A global, cross-industry professional association for sales operations and sales management.

Focused in providing research, case studies, training, peer networking, and professional development to our membership.

Fostering a community of thought-leaders, service providers, academics, and practitioners.

[www.salesmanagement.org](http://www.salesmanagement.org)

[www.salesmanagementconference.com](http://www.salesmanagementconference.com)



# Today's Speakers



**John Capin**

Senior Director, Strategy,  
Planning & Rewards

Genesys

[john.capin@genesys.com](mailto:john.capin@genesys.com)



**Mike Little**

VP of Commercial and Sales  
Operations

Lumen Technologies

[mike.little@lumen.com](mailto:mike.little@lumen.com)



**Sarah Van Caster**

Director of Product Marketing,  
Sales Solutions

Anaplan

[sarah.vancaster@anaplan.com](mailto:sarah.vancaster@anaplan.com)



Sales Management Association Webcast



**SALES  
MANAGEMENT  
ASSOCIATION**

# Creating Resilient Sales Plans That Work Throughout the Year

15 July 2021

## Presented by

**John Capin**

Senior Director, Strategy,  
Planning & Rewards

Genesys

[john.capin@genesys.com](mailto:john.capin@genesys.com)

**Mike Little**

VP of Commercial and  
Sales Operations

Lumen Technologies

[mike.little@lumen.com](mailto:mike.little@lumen.com)

**Sarah Van Caster**

Director of Product Marketing,  
Sales Solutions

Anaplan

[sarah.vancaster@anaplan.com](mailto:sarah.vancaster@anaplan.com)



# Your Questions



**John Capin**

Senior Director, Strategy,  
Planning & Rewards

Genesys

[john.capin@genesys.com](mailto:john.capin@genesys.com)



**Mike Little**

VP of Commercial and Sales  
Operations

Lumen Technologies

[mike.little@lumen.com](mailto:mike.little@lumen.com)



**Sarah Van Caster**

Director of Product  
Marketing, Sales Solutions

Anaplan

[sarah.vancaster@anaplan.com](mailto:sarah.vancaster@anaplan.com)



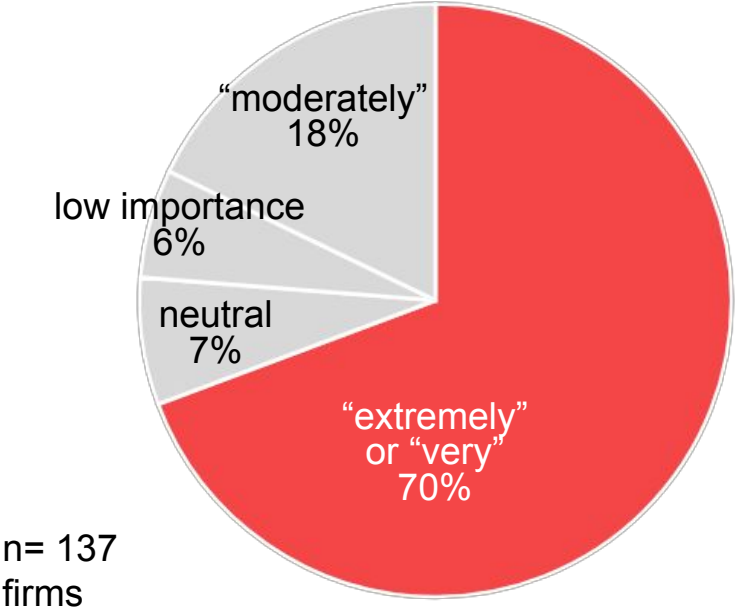




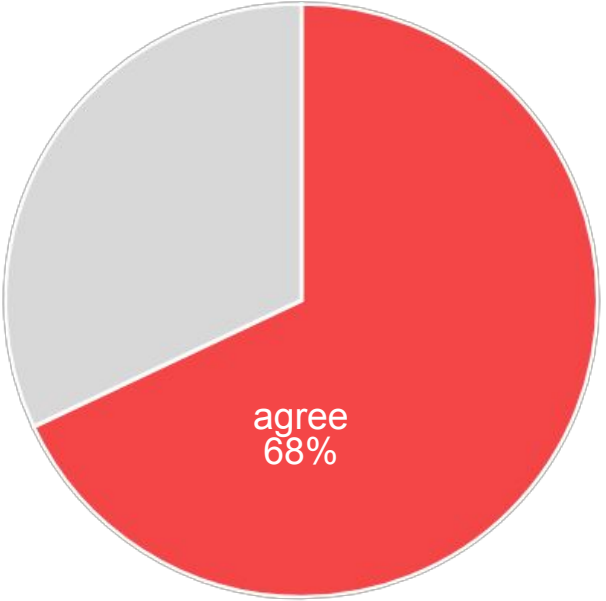
Thank You

# Forecasting's Drain on the Sales Organization

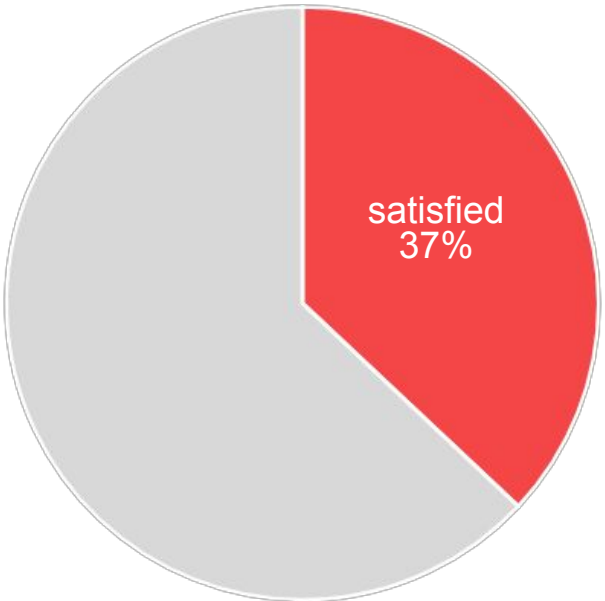
sales forecasting in b2b firms  
percentage distribution of firms



how important does firm consider sales forecast?



“our sales organization puts substantial effort into sales forecasting”



firm satisfaction with sales forecasting

sales management association research *sales force attitudes toward forecasting*

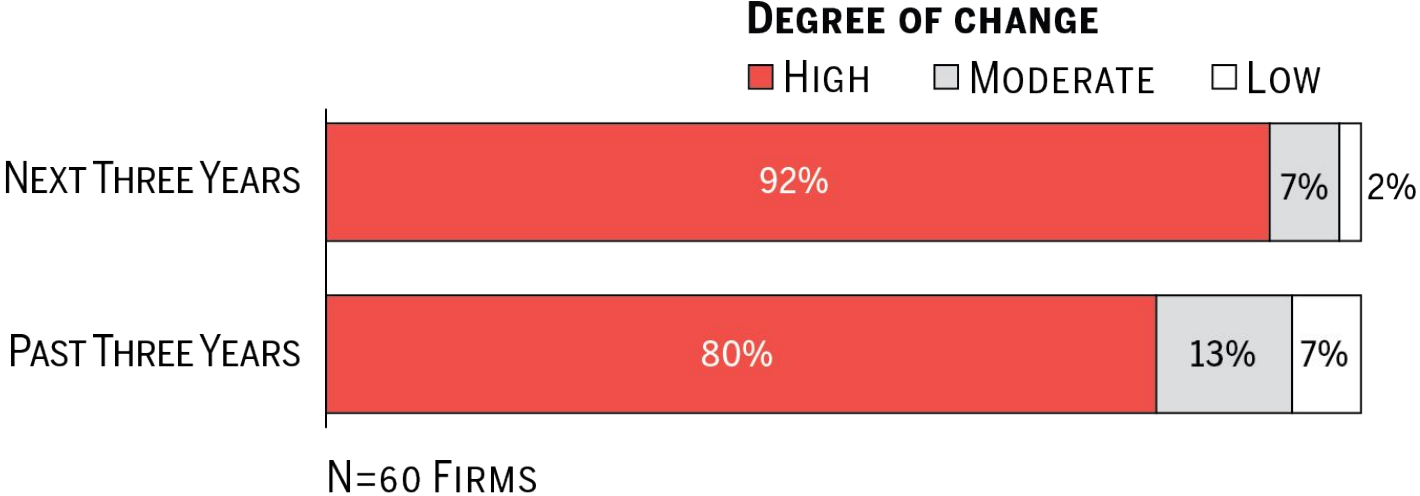




# Sales Force Change: Greater Magnitude, Quickening Pace

DEGREE OF CHANGE IN SALES ORGANIZATIONS

PERCENTAGE DISTRIBUTION OF RESPONDENTS



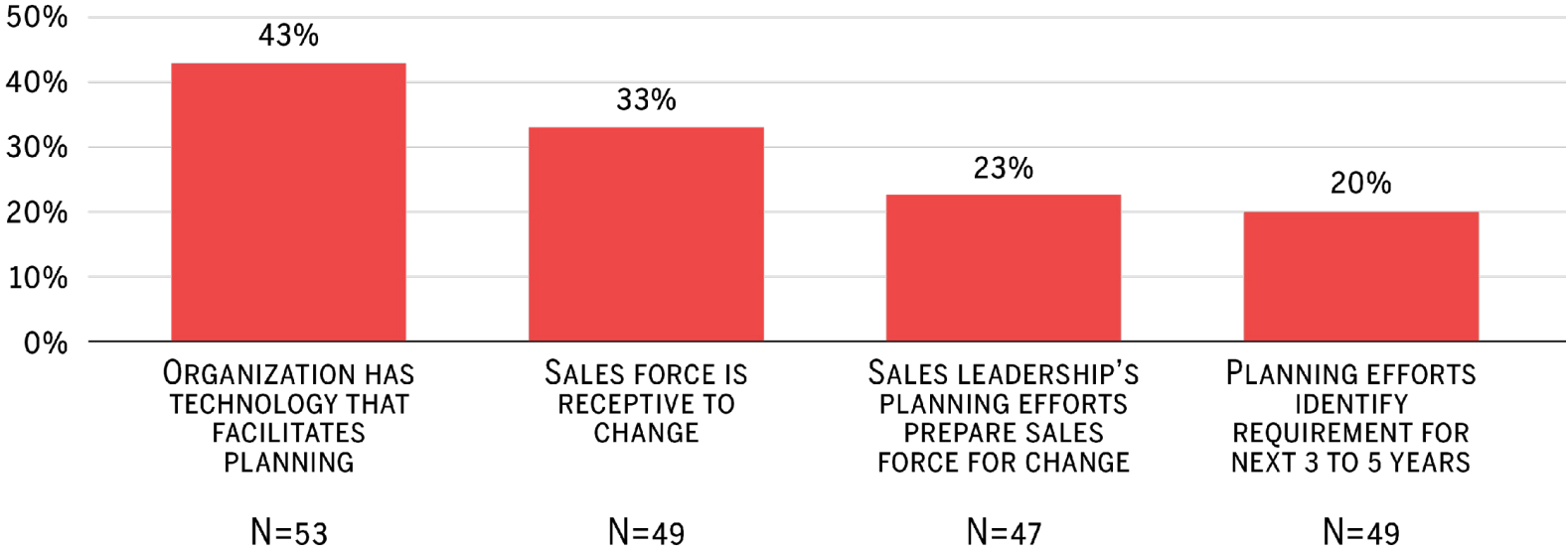
sales management association research *managing sales organization change*



# Planning Tech as Change Management Table Stakes

CHANGE MANAGEMENT CAPABILITIES' CORRELATION WITH CHANGE IMPLEMENTATION EFFECTIVENESS

**PERCENTAGE INCREASE WHEN ORGANIZATION HAS CHANGE MANAGEMENT CAPABILITY**



sales management association research *managing sales organization change*

