

SAP® Sales Cloud

E-Book

# Moving Away from Spreadsheets: How to Know When It's Time

THE BEST RUN

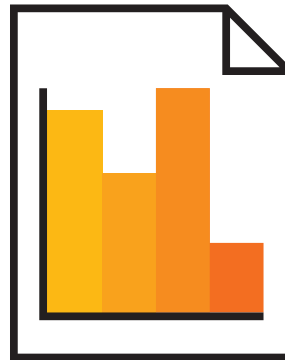


# « The spreadsheet conundrum...

Joe Smith, sales director for Great Start-Up Number 5 Billion and Thirty-One, puts on a blindfold and reaches out blindly for something, ANYTHING, to help him organize his team's deals and commissions. He's hopeful. He's waiting. He knows he'll come back with something.

When he opens his eyes, what's he holding? You got it—a spreadsheet.

We're talking metaphorically, of course. He's not actually HOLDING a spreadsheet, he's using Excel—because it's the lowest hanging fruit. It's free and easy to learn. And for a while, you know what? It works great. He can use VLOOKUPS and shortcuts to navigate. He can import booking results and activity metrics from Salesforce or his CRM. He can get so good at it that packaging complex algorithms becomes second nature.





Then, his business starts to grow (thank you, spreadsheets!). And he's doing well (thank you, spreadsheets!). And he hires more staff (thank you, spreadsheets!). But he forgot to take another look at his spreadsheet system, which has become bogged down with complexity and riddled with errors.

His savior—his knight in shining armor—has now indeed become his achilles heel. He can continue using it because it's all he knows or switch to something else.



But when is it time to switch? He doesn't want to break his momentum or deal with training. This is the spreadsheet conundrum, and here's a quick guide to know when it's time to retire those cells algorithms for something more intuitive, scalable, and reliable.





# When you've reached critical mass

Spreadsheets are great when you have a 20-person team, but problems start to arise as your sales team grows.

At some point, one realizes the logistical gymnastics required to share and update a single master spreadsheet across 50+ sales reps and more complex comp plans.

And it's not just that. It's also that the more sales reps you have and the more complex your comp plans are, the more likely you are to get into regulatory compliance issues, especially if you are using a system that provides very little transparency.



When your spreadsheets can no longer competently handle your team's size or your comp plans' complexity, you've reached critical mass, and **it's time**.





# When constant errors have become the norm



An astounding 88% of spreadsheets have significant errors, according to a study by the University of Hawaii.

We're talking your sales reps' livelihoods here, so that's about 88% too much.

Per the same study, even the most carefully crafted spreadsheets have errors in at least one percent of all formula cells, and the majority of errors are caused by humans—meaning they could have been avoided.

But you probably don't need us to tell you this, right? You've been through the error process before. A slap on the head followed by a few days, weeks, or even months of headaches and step-retracing.

If this has become the norm for your sales operations, **it's time.**





# When it takes a month to come up with a quote

You know as well as we do: your customers want things fast.

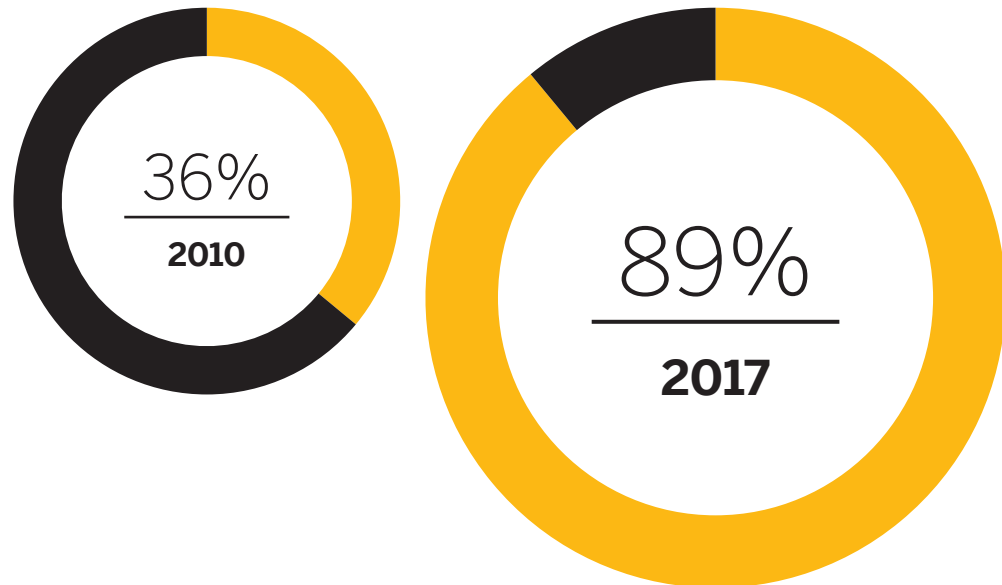
Gartner estimates that **89% of companies** now compete mostly on the basis of customer experience, compared to 36% in 2010.

Speed helps you win deals and keeps your customers coming back for more.

Closing that call-to-quote gap is absolutely key to achieving gong-banging success. If your sales reps are taking forever to **quote prices**, their prospective clients will have way too much time to rethink their choice of vendor and investigate the alternatives.

If your price-quoting process is slowing down your deal-making machine, **it's time.**

Percentage of companies competing mostly on the basis of customer experience





# When you're not driving the behavior you want

One of the main problems with ANY manual solution is that it's so difficult to mine its data for insights and game-changing analytics that you can then use to deeply understand behavior and hence DRIVE behavior.

You can do it, yes, but it literally takes 10 times the effort and resources compared to using an incentive compensation management system.

Fact (undisputable): The static nature of spreadsheets makes them very difficult to use to drive sales behavior. How do you know who is selling what and how much and why?

How long did it take and why? When you're looking at a labyrinth of cells and equations, this information is almost impossible to discern at any kind of large scale. You may see a few trees, but you won't see the forest.

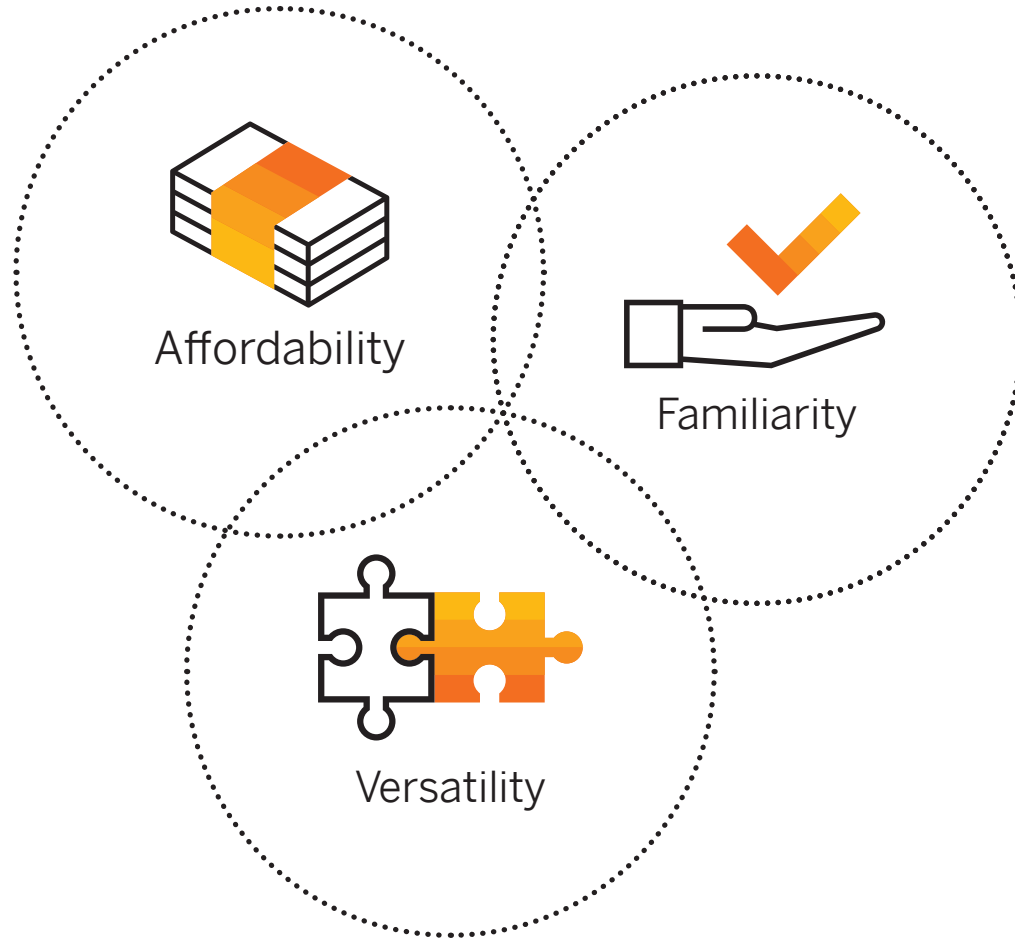
When your reps aren't behaving the way you want them to and you need more insights and leverage, **it's time.**





# We know, we know...

You agree with all of the above, but you have your own reasons for wanting to stick with spreadsheets for now, and they are, mainly:







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And to that we say what has always proven to be true in the world of business:

Affordability, familiarity, and versatility eventually breed their polar opposites.

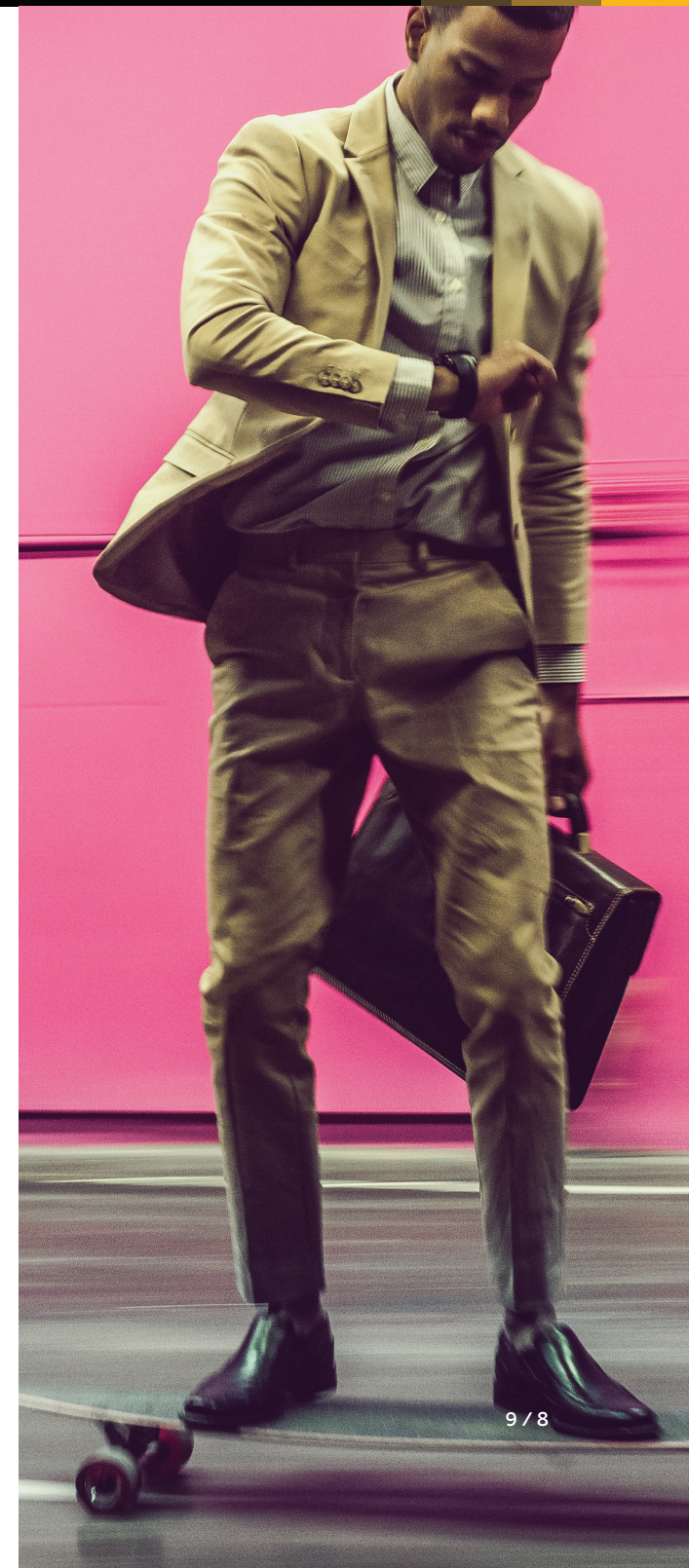
The fax machine no longer exists because better solutions came along that ultimately saved businesses significant amounts of time and money and were also much easier to use and ultimately more versatile.

When you've been selling yourself on the affordability, familiarity, and versatility story for too long, **it's time.**



Time to switch to something far more powerful, intuitive, comprehensive, scalable, and easy to use—a solution that drives behavior and wins and ramps your sales into the next level, without breaking your bank, requiring massive training sessions, or uprooting and re-implementing systems.

Learn more about SAP Commissions [here.](#)



# SAP® Sales Cloud

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