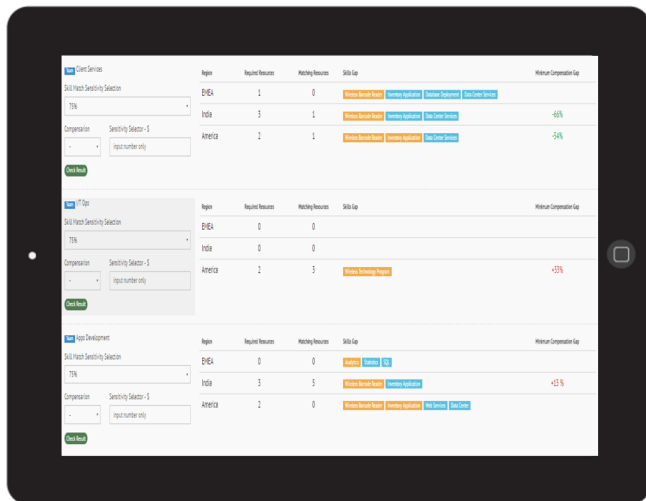


Grow the business

The sales leadership team of a technology company required a workforce plan to attract, develop, motivate, and retain a sales force to help grow a segment of their business 20%. The key to this growth was to have a complete sales team in place to support all aspects of the sales cycle. The leadership team wanted to create the optimal sales team profile based on sales deliverables and utilization. There was an increased emphasis on talent development from within to retain early in career hires and an emphasis on rotating talent to minimize the risk of losing productivity on an account. The leadership team was particularly concerned with understanding attrition risk to identify accounts at risk for revenue loss.



Customer benefit from Hiper Hipo's strategic workforce planning software

- insight into the current sales workforce capabilities, roles, work in relation to those roles, team make-up on each account, and how each member aligns to the different sales strategies ensuring adequate coverage to minimize revenue loss risks
- workforce analytics demonstrating an attrition risk index based on factors of compensation to minimize lost accounts and revenue loss risks
- build versus buy resourcing strategy to promote internal talent and early in career versus external senior hire to support account profitability requirements
- comprehensive resource model to support existing accounts and all the new accounts to be able to grow 20% down to each employee, their deliverables in the sales cycle, and their utilization on each account
- easy to read dashboard summarizing sales accounts in alignment to the sales strategy
- third-party integration with learning management system to support the employees training plan to support sales of new products and technologies to support 20% growth initiative
- third-party integration with application tracking system to address talent gaps

Key Points

- Best-practice organizations have a thorough understanding of their internal talent before initiating strategic workforce planning. Leaner and intelligent organizations need to consider succession planning and internal mobility to meet staffing requirements.
- Workforce segmentation breaks down strategic workforce planning by categories and allows organizations to analyze the dynamics needed to understand business strategies.