

Optymyze Sales Objectives

Align sales objectives with company goals to drive better engagement



Objective Management Challenges

To align team effort to the company strategy and make sure everyone is working towards the same goals, leaders are responsible for setting objectives. Managing these goals successfully is essential to executing company strategy and improving sales performance.

Some of the most common challenges in the objective management process are:

- Lack of alignment across all tiers of the organization
- Poor engagement and collaboration within the team and the organization
- Poor standards with the goal setting process
- Lack of transparency and visibility into individual and team progress
- No integration with incentive compensation management



„No one salesperson can marshal the information, contacts, and insights that a coordinated team can.” – Inc, 2012



Optymyze Sales Objectives Key Benefits

To address these challenges, Optymyze has created a dedicated, powerful solution, which helps sales leaders and sales people to easily create, monitor and achieve objectives that are in line with corporate initiatives. The solution supports a bottoms-up collaborative objective management process, improving employee engagement in the long run.

Optymyze Sales Objectives™ is part of a comprehensive set of sales performance management cloud applications that enable business analysts to quickly implement sales compensation plans and easily manage the complete set of sales operations processes.

Optymyze Sales Objectives enables sales leaders to manage objectives for any organizational hierarchy and achieve a wide range of benefits:



- Speed up administration with automated calculations so employees get immediate feedback on their progress.
- Improve sales force engagement through flexible scoring, weighting, and performance criteria.
- Boost sales force collaboration with social feedback, comments and likes.
- Control the sales compensation budget more closely by integrating objectives data with sales compensation management.
- Ensure equity in the measurement and rewarding of objectives achievement.



Despite their independence, even millennials want „structure and objectives that clearly define what must be achieved.“ – PwC study, 2015



Align sales objectives with company goals

Optymyze Sales Objectives helps leaders to create a top-down or bottom-up objective management process, aligning individual and team objectives to corporate goals. This built-in capability allows users to set up hierarchies that reflect the organizational structure and initiatives which can be cascaded down to departments and groups of employees. Objectives include descriptions, measurable targets, and a timeframe for completion. By allowing child objectives to be added or removed from the parent objectives, the solution also empowers users to remain flexible in front of change.



Increase collaboration and engagement

Individuals can create their own objectives to support the initiatives and goals of the company, working together collaboratively. Peers can see each other's objectives and provide direct, constructive feedback through the like and comment capability included in the activity feed. Users also benefit from an extensive range of visual functionalities, including the ability to set up of a profile picture. In addition, system fields such as Check-in Value and Check-in Date-Time enable them to keep track of individual and team progress.



Boost transparency and equity

With intuitive dashboards and reports, individual sales people and sales managers can easily track progress towards the achievement of objectives and their milestones. The visual management tools provide a hierarchical tree-view of how Initiatives and Objectives roll up to one another. To enable greater transparency, the solution supports advanced search by different user attributes.

Optymyze Sales Objectives supports the use of attainment as metric inputs for Sales Compensation Plans. This integration helps leaders control the sales compensation budget more closely, ensuring equity in the measurement and rewarding of objectives achievement.

Leverage Sales Objectives to Achieve Goals and Increase Engagement

Optymyze Sales Objectives enables leaders to improve sales focus and alignment by setting clear goals and ensuring their attainment within a single platform. Through the integration with sales compensation, leaders can enhance sales effectiveness and drive higher motivation. This flexible, easy-to-use solution also includes powerful collaboration tools, which help sales teams to work together and achieve corporate goals faster.

For more information on Sales Objectives please visit the [Optymyze Sales Objectives Management](#) webpage.

Or talk to a sales performance expert directly – [click to engage](#).

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