HIGHSPOT

Highspot Grows Revenue & Maintains High Rep Retention with Xactly

▶ ▶ ▶ **"We've had a really good year. Lots of our salespeople overachieved and Xactly was one of the key solutions helping make it happen."** - John Garand, Highspot Sales Manager

Highspot has had a great year. Throughout the global ups and downs, reps are overachieving. Seller retention has remained high during one of the highest turnover rates in history.

So how did they achieve that? There are, of course, many factors, but two important things made an impact. First, Highspot sellers understand how their compensation plans work. And that helps them focus their energy on the deals with the highest earning potential.

This is the story of how they used Xactly Incent® to do it.

The pandemic required a new way of selling and coaching reps.

Like many of us, Highspot sales manager John Garand's entire team is still working remotely. By now, we've all faced the difficulty that comes with it. For Garand, the biggest challenge was coaching a team of young reps through a computer screen. "One of my challenges is that I'm managing people who are two or three years into their career," said Garand. "It was never the plan for them to be sitting at home working out of their bedrooms."

Fortunately, Highspot implemented Xactly Incent to manage its incentive compensation in 2020. So he used the solution to adapt his coaching to a remote environment.

Using the solution, Garand walked his reps through their compensation plans. He used Xactly's dashboards to help them identify deals that would max out their compensation plans. "Not only are reps motivated by what they're seeing about deals," Garand added. "They're also making better business decisions because they understand the levers of their comp plan and can really max it out."

Sellers are excelling, and rep retention is even higher.

Remote working gave Garand more one-on-one time with his reps. Often, the discussions shifted away from work. It led Garand to an interesting discovery. Each rep has an individual "why" when it comes to selling. Maybe their goal is to buy a house, get a new car, retire early, etc.

And when he used Xactly to show reps their earnings in real-time, he could tie those "whys" in. Motivation increased and Garand's team outperformed. "We had a rep earn more than his annual on-target earnings in one month," said Garand. "He was proud of it. And when I was able to tell everybody, it was jaw-dropping."

Xactly **HIGHSPOT**

Xactly is helping Highspot retain top performers with pay transparency.

Over the past two years, remote working has created one of the hottest job markets. Sales reps are being recruited daily. Turnover is at a higher rate than ever as sellers leave for higher-paying roles. "Because we have Xactly that provides this level of transparency and accuracy, it's removing one of the top reasons why someone would look somewhere else for another job."

Using Xactly, Highspot sellers see their commission earnings in real-time and trust that their pay is accurate. That's helping keep them in seat and setting Garand, his team and Highspot up to succeed.

Xactly®

ABOUT XACTLY

Xactly has helped thousands of companies and millions of sellers around the world beat their revenue targets. Using Xactly's solutions, leaders look past the current quarter to create revenue streams for long-term growth.

The Xactly Intelligent Revenue Platform marries artificial intelligence and 17 years of proprietary data in easy-to-use applications. Sentiment, process and trend analysis come together to form accurate machine forecasts. Quick identification and implementation of revenue plan, quota and territory improvements is easy. And, rapid calculation of even the most complex compensation plans keeps sales reps motivated and on track. This makes the Xactly Intelligent Revenue Platform the only solution that aligns seller behavior with boardroom strategy to create a resilient, predictable and profitable business.

ADDITIONAL RESOURCES

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