### How Mature Is Your Sales Operations Function?

#### Sales Operations Management

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<th>Level 1: Establish a central sales compensation design and change process</th>
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#### Example Path to Maturity: Sales Compensation Design and Effectiveness

- **Level 1:** Establish a central sales compensation design and change process
- **Level 2:** Plan compensation design cycle using realistic, likely workload estimates
- **Level 3:** Include buffers for potential delays into comp design cycle
- **Level 4:** Create and publish criteria for handling off-cycle comp plan changes
- **Level 5:** Communicate plan, time, and changes only

#### Example Path to Maturity: Sales Intelligence

- **Level 1:** Establish a central sales compensation design and change process
- **Level 2:** Plan compensation design cycle using realistic, likely workload estimates
- **Level 3:** Include buffers for potential delays into comp design cycle
- **Level 4:** Create and publish criteria for handling off-cycle comp plan changes
- **Level 5:** Communicate plan, time, and changes only

#### Example Path to Maturity: Sales Process Management

- **Level 1:** Establish a central sales compensation design and change process
- **Level 2:** Plan compensation design cycle using realistic, likely workload estimates
- **Level 3:** Include buffers for potential delays into comp design cycle
- **Level 4:** Create and publish criteria for handling off-cycle comp plan changes
- **Level 5:** Communicate plan, time, and changes only

#### Example Path to Maturity: Sales Technology Management

- **Level 1:** Establish a central sales compensation design and change process
- **Level 2:** Plan compensation design cycle using realistic, likely workload estimates
- **Level 3:** Include buffers for potential delays into comp design cycle
- **Level 4:** Create and publish criteria for handling off-cycle comp plan changes
- **Level 5:** Communicate plan, time, and changes only

#### Example Path to Maturity: Sales Technology Oversight

- **Level 1:** Establish a central sales compensation design and change process
- **Level 2:** Plan compensation design cycle using realistic, likely workload estimates
- **Level 3:** Include buffers for potential delays into comp design cycle
- **Level 4:** Create and publish criteria for handling off-cycle comp plan changes
- **Level 5:** Communicate plan, time, and changes only

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