Sales Performance Manager:
# Coaching made easy, effective, and fast

Do you have visibility into how your sales organization is performing beyond a single attainment number? And more importantly what are you doing to increase quota attainment levels? The Sales Management Association research shows that coaching is the number one way of driving sales reps' productivity, ahead of training and even sales compensation.

CallidusCloud Sales Performance Manager (SPM) streamlines sales coaching making it easy, effective, and most importantly, fast. This highly configurable application delivers unprecedented performance visibility and transparency across all levels of the sales organization with dynamic dashboards, insightful reporting, and powerful analytics. It acts as your system of record for up-to-date sales performance data capturing both qualitative and quantitative metrics.

Key features:

- A complete easy-to-use field coaching application

- Dynamic dashboards, powerful reporting, and analytics

- Management Surveys enable a 360 degree assessment of managers

- Coach the coach capability

- Native iOS app for the iPad

- Connect to complementary CallidusCloud applications for learning, onboarding, incentive compensation and more
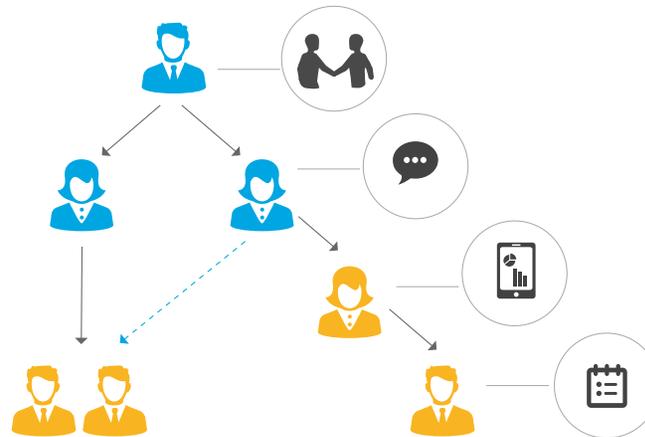
Enforce sales methodologies

Coach the coach

Coach on the iPad

List of objectives

An end-to-end coaching application

An easy-to-use complete coaching application

For the sales manager, a field coaching session can seem like a long-drawn-out paperwork nightmare. With SPM a coaching session can be completed in 15 minutes flat. The clean, modern, and intuitive user interface is designed to make it easy for:

- *Sales leaders to track organizational performance and disseminate sales methodologies*

- *Sales managers to create, record, and track field coaching*

- *Sales reps to have specific objectives and action items to work towards*

Guided experiences, intelligent suggestions, voice-to-text dictation, out-of-the-box reports, formats, templates, libraries of best practices, and periodic reminders all go towards making coaching easy, effective and fast. What's more the application is highly configurable to your organization's specific needs.

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Performers

B's
Average
Performers

A's
Top
Performers

Coaching helps you move the middle

About CallidusCloud

Callidus Software Inc. (NASDAQ: CALD), doing business as CallidusCloud®, is the global leader in cloud based sales, marketing, learning and customer experience solutions. CallidusCloud enables organizations to accelerate and maximize their lead to money process with a complete suite of solutions that identify the right leads, ensure proper territory and quota distribution, enable sales forces, automate configure price quote, and streamline sales compensation — driving bigger deals, faster. Over 4,700 leading organizations, across all industries, rely on CallidusCloud to optimize the lead to money process to close more deals for more money in record time.

Unprecedented visibility to move the middle

Very often companies don't have a good idea of how their sales force is performing beyond an attainment number. Being the system of record for up-to-date sales performance data, SPM helps you leverage the rich performance data that lie siloed across your different systems --CRM, HR, learning management, compensation management systems-- to serve up dynamic dashboards and powerful analytics. Sales leaders can easily compare and analyze individual as well as team performance. Being drillable, these reports and dashboards empower managers to take quick action and corrective measures. Managers can also quickly spot who needs coaching the most, actively move the middle performers who have the potential to demonstrate dramatic improvements in productivity, and monitor the impact of coaching. This apart, leadership can easily monitor the adoption of coaching and analyze rich feedback on sales managers.

Coach your coaches to improve effectiveness

It's not just reps that need coaching. In fact, research shows that coaching the coach can deliver business results and is critical to developing a coaching culture. Even your top-performing managers need coaching and are often the most eager to learn new skills, techniques, and receive feedback. When executives coach managers they help embed the value of coaching and bring in a coaching culture across the sales organization, encouraging managers to coach their subordinates. With SPM a vice president can coach and mentor not just his/her direct reports but anyone in their hierarchy.

Managers can coach on the go

SPM comes with a native iOS app designed for high performance and responsiveness allowing you to coach anytime, anywhere. The app is incredibly popular with sales managers who like to conduct coaching sessions on the iPad during a ride along, maximizing convenience and productivity. Further, the voice-to-text capability frees the managers from the monotony of typing and allows them to focus rightfully so on the employee being coached. With full functionality and even an offline mode, both sales managers and reps can conduct coaching and follow up on action items on the go.

Easily connect to complementary CallidusCloud applications

Partner with a trusted, proven, and scalable cloud vendor who offers a full range of sales performance and sales effectiveness solutions. You have the flexibility to start small and add on applications as you go. Seamlessly extend SPM with CallidusCloud onboarding, enablement, learning management, territory and quota planning, and incentive compensation management solutions. Working with CallidusCloud delivers multiple benefits: your users get a unified user experience, higher ROI, and lower TCO. CallidusCloud can help you achieve superior sales performance.