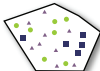


Segment-Based Go-to-Market

Identify Opportunity and Prioritize Clients

- **MAP**
- Identify areas for growth
- Align client priorities across brands and S&D
- Incorporate internal and external views of client opportunity



Differentiate GTM by Client Segment

- **MAP**
- Deploy differentiated GTM based on expected growth
- Align sales resources to market opportunity

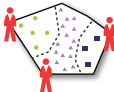


COP

Territory Optimization

Assign Sales Resources

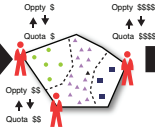
- **TOP**
- Create optimal territories based on aspiration and business-unit specific guiding principles



Quota Transformation

Assign Sales Quota

- **Quota**
- Align quota based on territory opportunity and expected seller productivity
- Automate and simplify quota process



Sales Incentives

Design Sales Plans

- Improve effectiveness and simplify sales plans

