Benchmark to Win:
Changes to Sales Quotas & Commission Payment Terms
*SaaS Vendor Quick Poll - 4.15.20*
The poll was conducted between 4.2.20 - 4.14.20
More than 60 individual SaaS companies participated

SaaS Companies by Number of Employees

- Under 100 employees
- 100-500 employees
- 500-1000
- 1,000 - 10,000

31%
44%
13%
12%
Note: the smallest companies, with under 100 employees, are the most likely to be changing quotas, with slightly more companies expecting reductions in Q3, and the least amount in Q4, with slightly over 56% seeing changes for the full year.
<table>
<thead>
<tr>
<th>Period</th>
<th>Changes to Sales Quotas, as of early April, 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q2</td>
<td>No Change 30.4%, Being Lowered 69.6%</td>
</tr>
<tr>
<td>Q3</td>
<td>No Change 26.1%, Being Lowered 73.9%</td>
</tr>
<tr>
<td>Q4</td>
<td>No Change 21.7%, Being Lowered 78.3%</td>
</tr>
<tr>
<td>FY 2020</td>
<td>No Change 65%, Being Lowered 35%</td>
</tr>
</tbody>
</table>

Note: The majority of companies in this size range are not currently planning on changing sales quotas any of the upcoming quarters, and 65% are not changing full year targets.
Changes to Q2 Sales Quotas, as of early April 2020

- 86% No Change
- 14% Being Lowered

Changes to Q3 Sales Quotas, as of early April 2020

- 86% No Change
- 14% Being Lowered

Changes to Q4 Sales Quotas, as of early April 2020

- 86% No Change
- 14% Being Lowered

Changes to FY 2020 Sales Quotas, as of early April 2020

- 71% No Change
- 29% Being Lowered

Note: while the percentages remained the same for each quarter as to how many companies were lowering quotas, the numbers represent different companies in each quarter, resulting in a larger percentage changing sales quotas for the full year.
Note: the same companies lowered sales quotas Q2, Q3 and FY 2020, but fewer companies lowered quotas in Q4.
Survey question: Have you or do you plan to make changes to sales territories due to changing market conditions, due to the corona virus?
Explanation for “other” provided by participants include: billing/invoice being issued, purchase order, upon ARR revenue recognition, and some said flexible - either signed contract or customer payment during corona virus crisis, or terms currently under revision due to corona virus difficulties.
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