

# Sales Forecasting

from the Aberdeen Group\*

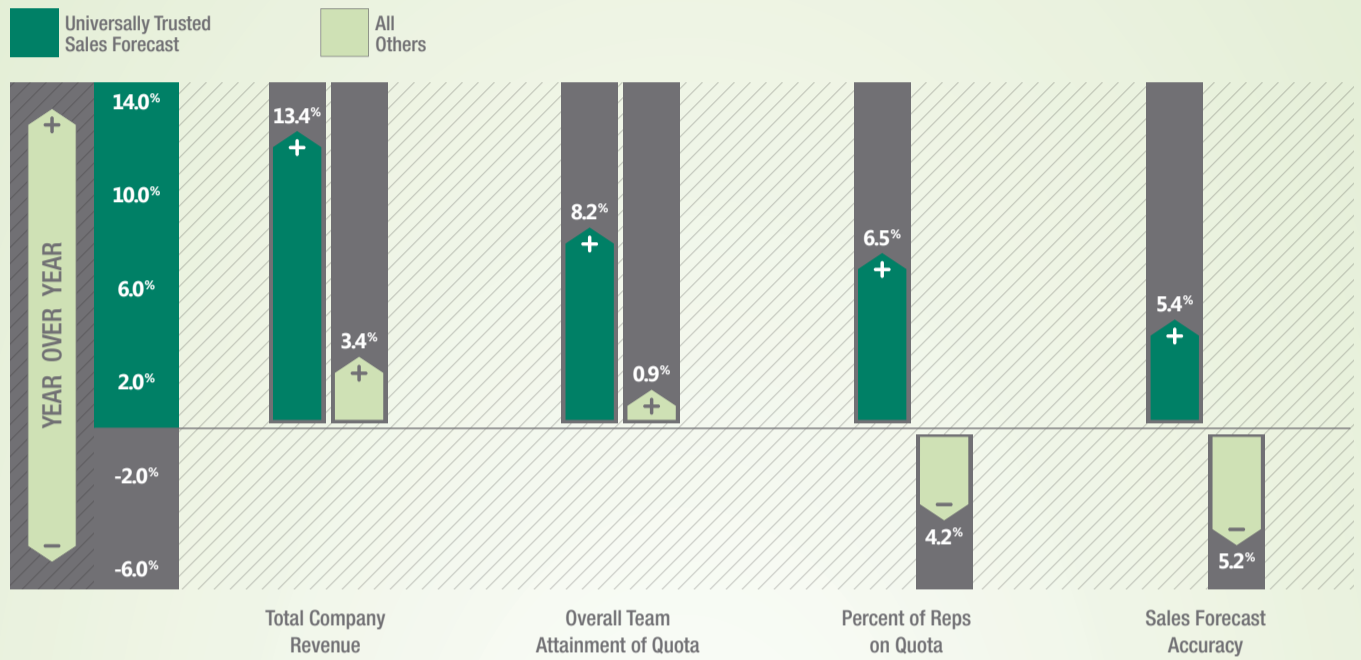
**BEST  
IN CLASS  
70%**

70% of best-in-class organizations maintain a centralized repository for all current sales deals, identified by stage or likelihood to close.

## Does an accurate sales forecast matter?



Trustworthy sales forecasts linked to better year-over-year (YOY) performance.



By a factor of two compared to other survey respondents, **48% vs. 24%** best-in-class companies have taken the strategic action of replacing “gut” feelings with predictive analytics, taking the guesswork and emotion out of determining which opportunities deserve the support of critical sales resource allocation.

## Benchmarking Success

**Measuring process:** the approach a company takes to execute daily operations.



Formal definition of progressive sales stages, used to weight sales forecasts.

**Measuring performance management:** the ability of the organization to measure its results to improve its business.

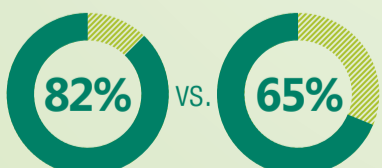
Performance analytics against agreed-to objectives (metrics) are reviewed regularly.



## Technology Insight

Companies reporting heavy CRM use by more than **60%** of their sales staff showed:

Overall attainment of quota



Sales reps achieving quota

