

## Sales Forecasting

from the Aberdeen Group\*

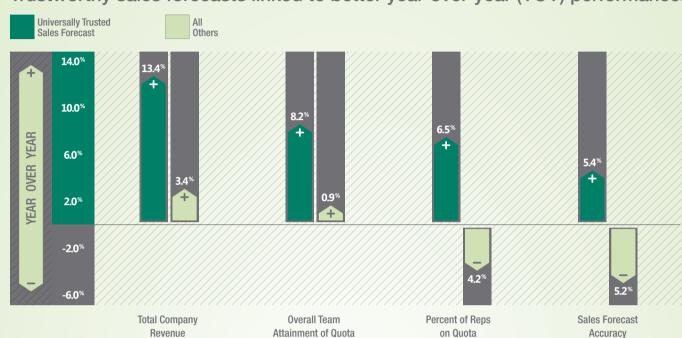
BEST IN CLASS 70%

**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.



2x TWO-TIMES FACTOR

By a factor of two compared to other survey respondents, 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.

Best in Class
Average
Laggards
Formal used to

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

82% vs. 65%

Sales reps achieving quota

60% vs.

50%

For questions about Sage CRM Solutions, call 800-643-6400 or visit http://NA.Sage.com/CRM

\*To read the entire white paper, Sales Forecasting, How Top Performers Leverage the Past, Visualize the Present, and Improve their Future Revenue, download it now.

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