

# Forecasting Insights

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*August 2020*



**SalesChoice**  
Predict. Prioritize. Pace.



## **What's Inside:**

- Introduction to Forecasting Insights
- How Does It Work
- Benefits for Your Sales Organization
- Business Impact

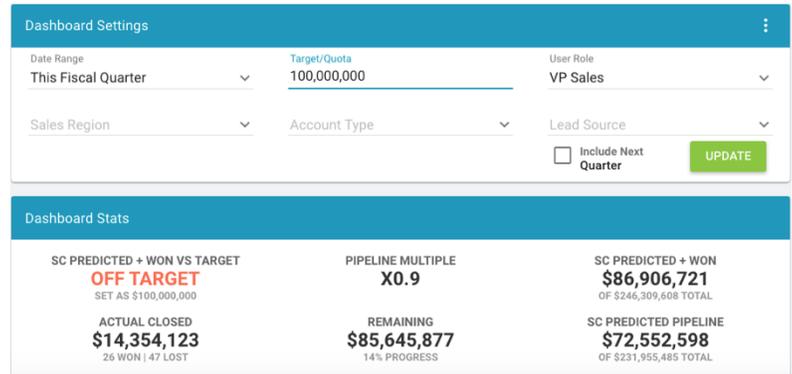
## A. Introduction

More than 50% of sales reps miss their sales forecasts. Let's face it: sales professionals are always overly optimistic. Without rigorous coaching inspection systems, accurate forecasting remains a challenge for every sales organization. What is the Price of a Miss? In public markets, the risk is shareholder confidence erosion, increasing employee dissatisfaction, or CRO's losing their jobs. Securing an accurate sales forecast requires diligence and clear insights, devoid of human bias. SalesChoice does this and so much more. Our clients sleep at night more easily, as they know they can count on us to help them deliver sales forecasts with up to 95% accuracy.

## B. How Does It Work?

The SalesChoice Insight Engine™ predicts the odds of every opportunity closing in a given time period, based on unique signals in the data. These odds are then used to deliver an accurate forecast that can be instantly filtered by any time period, user, territory or other *customizable* parameters.

The visibility is automatically defined by the user's organizational hierarchy set up on Salesforce. The dashboard also allows the user to compare the forecast against any target number to assess the pipeline health. SalesChoice then self-audits its performance by revealing its prediction accuracy in real-time for every opportunity won or lost.



All Opportunities

Account	Opportunity	Owner	Amount	Stage	Prediction	Rating	FC	Close Date
Energy Link	Patient Administration	Taylor Evans	\$178,603	Perception Analysis (80%)	77%	Best Case	2019-01-24	
Worldigital	Business Analytics	Taylor Evans	\$2,262,693	Value Proposition (65%)	40%	Best Case	2019-02-09	
Premiere All	Windows Intune	Taylor Evans	\$2,093,138	Value Proposition (65%)	43%	Best Case	2019-01-03	
Premiere All	Hadoop	Taylor Evans	\$670,988	Value Proposition (65%)	72%	Best Case	2019-02-09	
Gen Standard	Employee	Taylor Evans	\$0	Value	44%	Best Case	2019-01-26	

*Note: A tooltip for the Hadoop opportunity states: "This opportunity may have been bid/lagged. It is predicted to close in only 136 days. Opportunities of this type take an average of 299 days to be won."*

SalesChoice also reveals any anomaly with the close date estimates for an opportunity, flagging if the opportunity has been sitting in the pipe for too long or is unrealistically being estimated to close too soon. The forecasts can also be easily integrated with any Business Intelligence software.

## C. Benefits for Your Sales Organization

- SalesChoice's forecasting simulation enables flexibility to view the big picture on expected revenue in any condition – time, role, opportunity type etc.
- It also enables future insight with forecast on the next consecutive time period.
- The sales teams can seamlessly dig into every opportunity behind the forecast to understand why the numbers are what they are.
- Meanwhile, managers can ensure that the reps put in realistic estimates of close dates for their opportunities.
- The easy-to-use graphs allow managers to compare SalesChoice's forecasts with their own, while also being able to assess the accuracy in real-time to know whether the AI can be trusted.



## D. Business Impact

**Improved forecast accuracy:** Better close date estimates & forecast visibility into every aspect of sales allows managers and leaders to better plan their budget against expected revenue. Easy drill into suspicious opportunities allows timely corrective actions to improve the forecasts. Plus, SalesChoice's unique and transparent self-audit mechanism helps build trust towards the AI insights, while also exposing any need to refine the AI model.

### More Information on SalesChoice:

SalesChoice Insight Engine™ is an Artificial Intelligence (AI) driven sales forecasting platform that predicts sales outcomes reliably at up to 95% accuracy.

### Our Promise:

End revenue uncertainty and sales inefficiency

### Benefits:

[Achieve revenue confidence](#) – SalesChoice insights unlock new abilities for you to see the future as well as the true state and history of your revenue operations.

- Recognize and reduce risk across the deal lifecycle, for new sales and renewals
- Increase your sales velocity and hit your revenue targets
- Deliver a forecast you can bank on
- Through the lens of AI, see your customers in a whole new way

[Eliminate sales inefficiencies](#) – AI modernization brings many benefits, especially by increasing your managers and reps' focus and Sales IQ.

- Streamline forecasting efforts across your organization
- Better manage your pipeline and forecast
- Replace pipeline reviews with deal coaching sessions
- Achieve 99% data completeness
- Get more from your CRM without requiring more learning



### More Resources:

<http://www.saleschoice.com/resources/>

### Book a Demo:

<http://www.saleschoice.com/contact-us/>

### See Our Product:

[https://www.youtube.com/watch?v=jsbss1\\_eFMM](https://www.youtube.com/watch?v=jsbss1_eFMM)

### Contact Us:

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### Reasons to Believe in Us:

“Capable of predicting with up to 95% accuracy whether a deal will close.” - [IDC](#)

“SalesChoice better targets best opportunities that are likely to win & avoid deals that have low odds of closing.” – [2020 Sales Mastery AI for Sales Solutions Guide](#)

“Hot Vendor to watch in sales enablement.” – [Aragon Research](#)

Over 17 Industry Leadership Awards including:

- Top 20 Technology Companies in Canada 2020
- MindbridgeAI Impact Leader of the Year Award 2019
- Digital Transformation Award for AI Disruption in Canada 2018
- Startup Canada National and Regional Entrepreneurial Award Winner 2018
- EY CATA Sara Kirke Award for Entrepreneurship and Innovation 2017
- Top 25 Most Empowering Big Data Company Award 2016