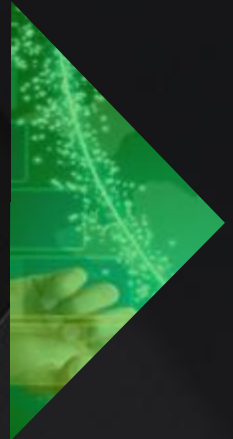# Opportunity Pipeline Insights

August 2020

SalesChoice
Predict. Prioritize. Pace.

What's Inside:

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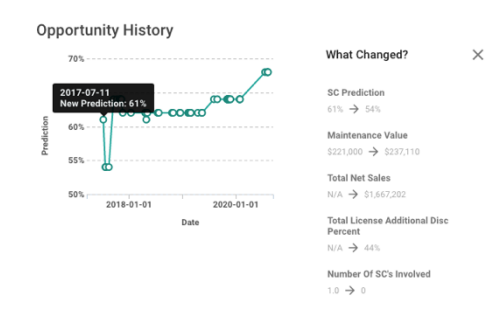- Benefits for Your Sales Organization
- Business Impact

A. Introduction

We live in an Age of Distraction; our ability to focus is down to less than 8 seconds – less than that of a goldfish! With 30% of sales professionals with attention deficit disorder, organizations experience millions of dollars in lost revenue due to a lack of focus and human bias in pursuing the wrong sales opportunities. Sales professionals need guided selling insights on the best opportunities worth pursuing, the effectiveness of their actions and their pipeline performance. SalesChoice is a sales professional's new best friend, working 7x24 and giving you timely pipeline insights to ensure you focus on the best opportunities to crush your targets!

B. How Does It Work?

The SalesChoice Insight Engine^{TM} identifies the fields in your dataset that are most influential to your opportunities, and the custom conditions that have historically resulted in wins for different kinds of opportunities. These conditions, unique to your business, apply a combination of Machine Learning techniques, allowing SalesChoice to calculate the odds of every deal in your pipe with up to 95% accuracy, and categorize them into three clear buckets – A (the most likely to win), B (odds can be improved) and C (the least likely to win).

These insights are further complimented with powerful features:
1. The Opportunity History feature reveals every change made by the rep on an opportunity since its creation, and explains how the rep's actions influenced its odds of winning, keeping track of every move made.
2. SalesChoice utilizes its knowledge of the quality of your pipe (based on the # of A, B & C opportunities) to provide insights on the performance of your sales professionals, accounts & lead sources.

C. Benefits for Your Sales Organization

The clear A-B-C rating system allows your sales team to instantly focus on the strongest win opportunities and avoid wasting time on opportunities that are most likely not to close. SalesChoice also reveals the quality of the pipeline by team or rep, evaluates data completeness, lead channel, solution mix, pricing, your win history, and many other unique factors to your company's win patterns . The Opportunity History allows managers and AE's to avoid adverse changes to an opportunity. Finally, the quality of pipe helps you understand why some of your AE's overperform or underperform, which accounts are truly attractive, which lead sources to invest in, etc.

D. Business Impact

Increased Win Rates: Ensuring that the most likely opportunities are pursued first, and ineffective changes are avoided in the future, help teams close more deals and increase their topline revenue growth rates by 5-20%.

Better Resource Utilization: Visibility into the quality of the opportunities being pursued by the AE, being supplied by an account, or being generated by a lead source helps make stronger investment decisions so better-quality opportunities are pursued to meet your current business targets, and also improve future portfolio management.

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

Partners:

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

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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