Xactly®

Top Use Cases for Xactly Forecasting

6 Ways to Improve Team Efficiency, Effectiveness, And Forecast Accuracy
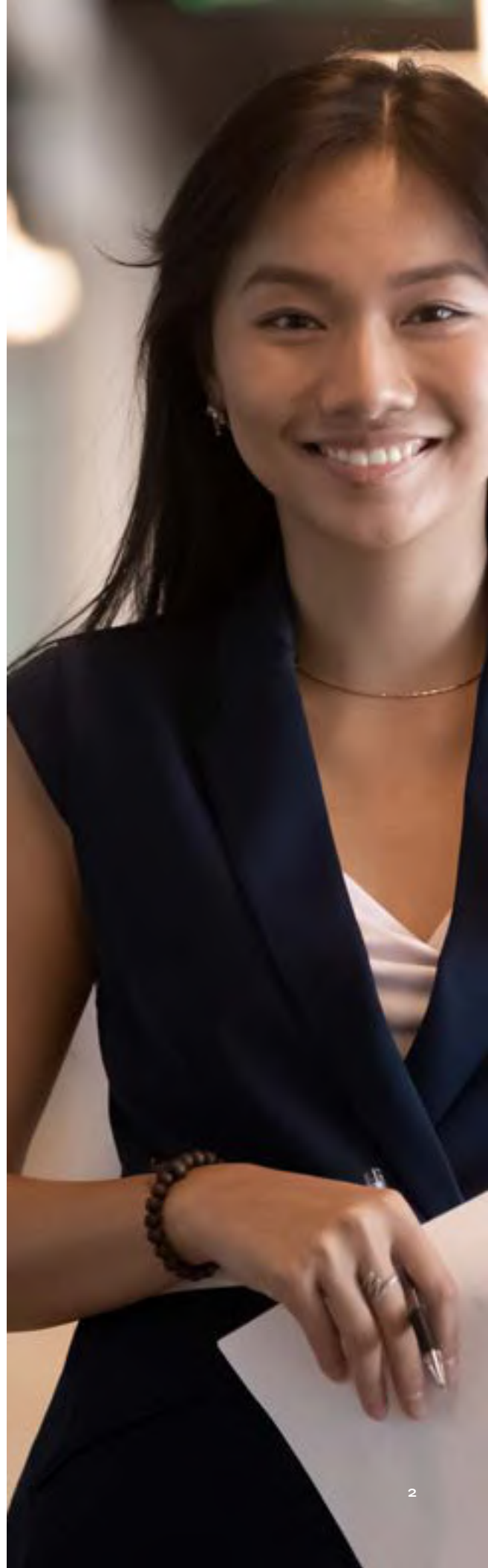
GUIDE

What is Xactly Forecasting?

When it comes to submitting a forecast or effectively managing their revenue pipeline, companies often struggle because they're relying on homegrown solutions and outdated processes. This also includes other third-party systems that are too rigid, unable to adjust to a revenue organization's unique needs and unable to integrate with their CRM system or other sales effectiveness solutions. This leads to manual workarounds, siloed teams, and teams arriving back at the same challenges they started with, just in a different light. Intelligent forecasting technology empowers leaders to take a sledgehammer to internal roadblocks, allowing sales leaders to optimize their path to quota and hit their numbers consistently quarter after quarter.

With access to rich, targeted data, pulled in from all relevant sources, revenue organizations now have the ability to eliminate assumptions, focus on the right opportunities, and drive greater revenue predictability and consistency across the board. Xactly Forecasting gives sales leaders a clear and concise way of looking at how their business generates and books revenue. It is a fully integrated application that empowers revenue leaders to inspect and manage their pipeline more effectively, sellers to sell more efficiently, and provides advanced analytics for everyone to deliver more accurate forecasts. Solutions like Xactly Forecasting are focused on efficiency and effectiveness, which means they are built with the purpose of making your life easier. Sales leaders can now breathe easy knowing they have solutions to seamlessly reinforce effective sales activities that increase pipeline velocity and help sellers win more deals.

By using Xactly Forecasting, you can experience:

Confidence

Deliver forecasts with confidence through streamlined data capture and AI-guided platform intelligence to guide your decision-making. Reinforce behaviors that improve go-to-market (GTM) effectiveness so your teams can improve sales execution, accelerate their pipeline, and close more deals.

Consistency

Ensure CRM data is always captured and leveraged to not only highlight the true health of opportunities but also uncover the activities that move deals forward. This helps organizations enable reps to better serve their customers and prospects by developing tailored deal strategies every time.

Collaboration

Drive alignment across GTM, Operations, and Finance teams with real-time and accurate revenue data. Access to this information improves collaboration and cohesion between teams to highlight successful strategies or discover where to improve processes.

Xactly Forecasting Use-Cases

Inform Strategy Using Advanced Analytics

Challenge
The lack of objective data and of a single source of truth leads to subjectiveness and biases at every level of the org. When data is old or scattered and leaders are stuck with static systems and reports, they lack the ability to analyze data. That leads them to risk missing potential revenue opportunities and identifying risks in critical deals, or how to optimize opportunity stage progressions to achieve quota.

Solution
Leverage built-in AI to more accurately predict the activities that will move deals forward, accelerate pipeline across the org, and form more accurate forecasts. Having a granular view of your revenue pipeline helps you make real-time, data-informed decisions that mitigate risk and optimize processes.

Advantage
Xactly Forecasting enables sales teams to operate more efficiently, minimize knowledge gaps, and quickly identify trends, to rise above the competition. By equipping RevOps with the tools they need to identify insights, you can better inform and enable your GTM teams with game-changing strategies and tactics.

Enable Transparent Pipeline Management and Inspection

Challenge
When teams lack detailed pipeline visualizations that incorporate data from across their sales tech stack, it takes significant time and effort to make informed decisions. Creating new reports adds work to sellers' and managers' days, making it hard to stay diligent in managing pipeline health and ensuring appropriate pipeline coverage to hit quota.

Solution
Real-time visibility into pipeline movement and performance leads to faster reaction times, more effective deal strategies, and better sales execution across the board. By giving every opportunity or account a health score, it's easier and faster to identify gaps and pivot quickly to close deals faster, or get them back on track before it's too late. This level of detail also helps sales leaders identify their path to quota early on, and ensure their teams are reaching their full potential.

Advantage
Pipeline health scores and pipeline coverage analytics gives leaders transparency into how deals move through the pipeline and which deals could use more attention. At any time, a revenue leader can dissect each opportunity to understand where they can support, or ensure the deal is tracking to close, improving manager efficiency and eff ectiveness.

Improve Sales Process Consistency and Seller Executions

Challenge
Implementing sales processes aligned with the customer buyer journey becomes even more strained when you're unable to capture critical data in an objective way. This results in over relying on reps to input their own, subjective perspective, biases and inconsistencies on when, why, and how deals will close.

Solution
Ensure sales reps are following your organization's unique sales processes consistently via AI—guided selling. This helps reinforce the most impactful activities that move deals forward at your company. This includes timely alerts, next best actions, dynamic health scores on every opportunity, and opportunity-level and pipeline coaching insights.

Advantage
Xactly Forecasting provides reps with intelligent tools to help them manage their time and build the skills to hit quota more consistently. These tools are what high-performers continue to ask for so they can unlock their potential, crush their quotas, and earn more.

Enable Sellers With More Dynamic Coaching

Challenge

It's difficult to find time for 1:1 coaching to help reps grow and ramp. It's no surprise organizations that don't emphasize coaching or mentoring ultimately don't perform as well, struggle to foster strong manager-rep relationships, and lack consistency to hit quota. This leads reps to feeling like they're on an island, or unsure of their path to success.

Solution

Reps need access to coaching insights beyond their 1:1 or pipeline calls—both for individual opportunities and for their overall pipeline management strategy. Having an automated and AI-guided dashboard view into their performance helps eliminate guesswork, and reinforces selling best practices.

Advantage

Xactly Forecasting creates a foundation for reps to gain opportunity and pipeline management coaching, beyond their 1:1's or skill development paths. Our tool provides them with quick, repeatable processes to win more deals. These insights help reps form efficient habits and develop useful skills to become better sellers, resulting in more motivated and successful reps and improved retention.

Deliver More Accurate Forecasts

Challenge

80 percent of sales organizations do not have a forecast accuracy greater than 75 percent. Why? Because they lack the structure, automation, and data needed to eliminate biases and gain real-time updates in the pipeline. Their process also lacks the unification of data sources needed to create accurate revenue predictions.

Solution

A full, 360-degree view of your organization's financial health. Take advantage of your wealth of CRM data, combining it with other data sources that inform the health of your revenue pipeline. With this process, revenue leaders can deliver more detailed predictions, operations teams have confidence in their data and can identify trends, and finance gains a more holistic view into top- and bottom-line projections.

Advantage

Revenue intelligence platforms not only identify potential risks that could impact company performance before they even happen, they also highlight potential opportunities to create growth. With this level of insight, sales leaders can gain the confidence to make decisions that can separate them from the competition and take their business to the next level.

Automate and Model Forecast Commission Earnings

Challenge

Forecasting the costs for the business can be difficult, especially when those costs are reliant on data from a revenue pipeline constantly in motion. That doesn't mean the CFO doesn't still want this information, it means potential commissions are always moving as well, and static, point in time reports and models are rendered out-of-date almost right after they're generated.

Solution

Starting with Xactly Incent, Finance teams can automate many of the commission processes and gather critical data to inform their predictions. Then, through the power of Xactly Incent and Xactly Forecasting teams can automate many of the subsequent activities and arrive at a commission forecast directly connected to pipeline data. WIth this data integration, owners of the commission forecast process can analyze pipeline data alongside commission to run these predictions more often, delivering more accurate predictions that improve strategic decision-making.

Advantage

In combination, Xactly Incent and Xactly Forecasting allows the Finance team to predict costs alongside revenue bookings seamlessly and accurately. Running this process more frequently, it's only feasible with an automated solution that eliminates tedious, repetitive tasks and mitigates risks. This solution enables teams to be drivers of strategy, and will help reps better understand the value of their opportunities, both for the business, and their commission check.

Making Predictable, Consistent Revenue a Reality

Xactly Forecasting's AI-enabled technology empowers organizations to combine multiple data sources to uncover performance trends, model for different revenue outcomes, and create more accurate revenue forecasts.

Visibility into advanced revenue analytics drives smarter decisions that are informed by objective data. Structured processes based on real-time data helps leaders take a deeper look into their revenue ecosystem. By analyzing sales activities, revenue leaders understand when and where to introduce additional processes, resources, data, strategies, and tactics that have an impact across the entire operation.

Make smarter decisions with your revenue forecasts by using real data. Connect with us and see how it can work for you.

To see how your organization can take advantage of automation and AI to give you consistent sales processes that boost revenue forecast accuracy – **take a tour of Xactly Forecasting today.**

ABOUT XACTLY

Xactly was founded by a sales leader, for sales people everywhere. Xactly's AI-powered Intelligent Revenue Platform gives Revenue Operations teams the data they need to power sales leaders to plan with agility, motivate with intention and predict with conviction. We are on a mission to transform the sales industry with AI to power reps and leaders to deliver results regardless of circumstances.

To learn more about Xactly and the latest issues and trends in intelligent revenue, follow us on LinkedIn, and visit https://www.xactlycorp.com/

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