

A Breakdown of the State of Sales Forecasting in 2024

Key findings from the 2024 sales forecasting benchmark report

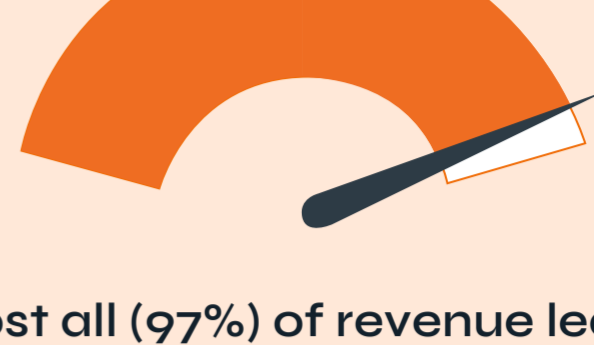
Use this visual outline of the [2024 State of Sales Forecasting Benchmark Report](#) to discover insights into the current state of sales forecasting, and the emerging trends, benchmarks, predictions, and actionable solutions to elevate your sales forecasting processes.

Despite Thinking Otherwise, A Missed Sales Forecast Is a Common Occurrence



4 in 5 sales and finance leaders have missed a forecast in the past year.

with over **50%** missing it two or more times.



Almost all (97%) of revenue leaders agree that the right data would make delivering accurate forecasts a lot easier.

What Makes up the 'Right Data' ?



Historical benchmark data



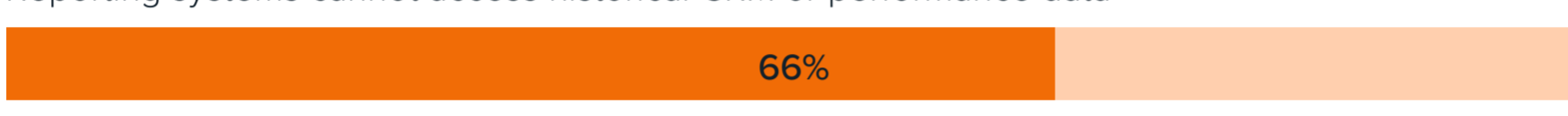
Integrated system data



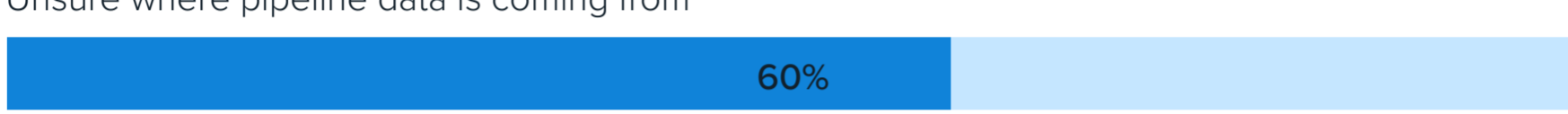
Regular data delivery

Top Barriers to Accurate Sales Forecasting

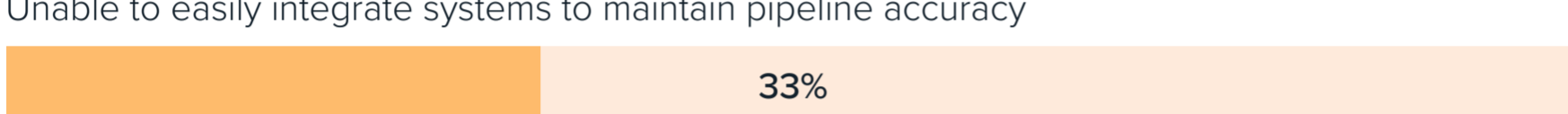
Reporting systems cannot access historical CRM or performance data



Unsure where pipeline data is coming from



Unable to easily integrate systems to maintain pipeline accuracy



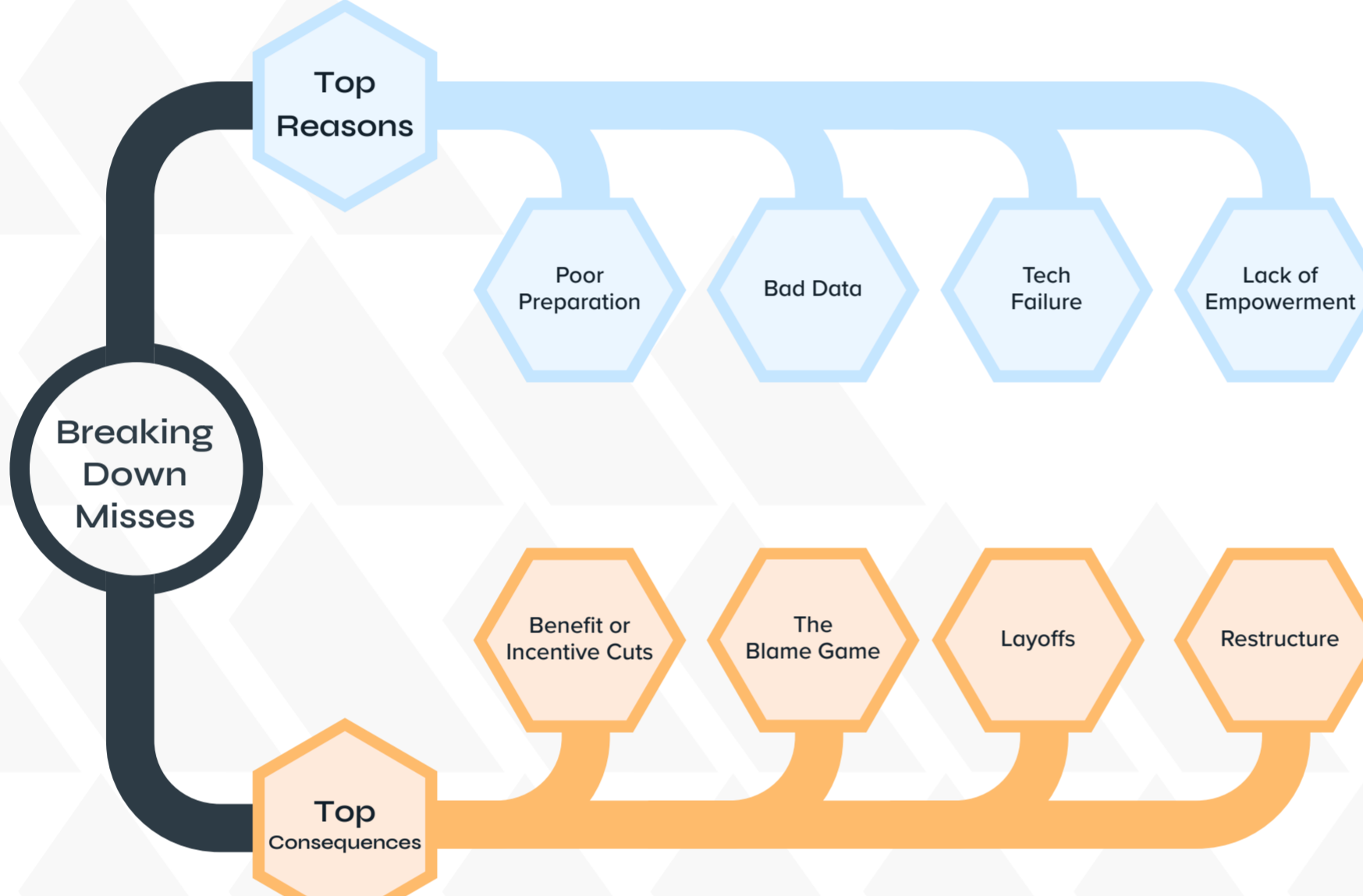
The Revenue Operations team is not able to interpret pipeline data



This graph is a combined total for discrepancies among Finance and Sales Leaders.



66% of leaders agree not being able to access historical data is the top barrier to accurate forecasting.



Forecasts are typically off by **5-9%**

5 Steps to Improve Sales Forecast Accuracy

1 Understand the Makeup of a Healthy Deal

Monitor deal health, recommended actions, and process gaps to gain insights into the likelihood of closure.

2 Total Pipeline

Identify stalled or unlikely deals to maintain a clean pipeline and ensure adequate coverage.

3 Forecast Call

Utilize unified pipeline data for a cautious but realistic approach in making worst-case predictions.

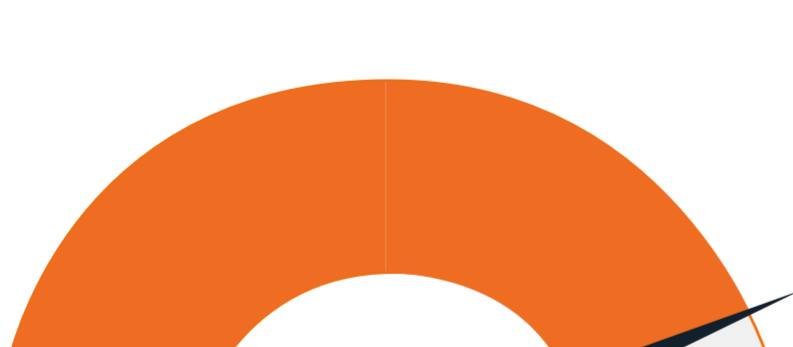
4 In-Quarter Create and Close

Incorporate historical data to assess whether to include quick-close deals that are not currently in the pipeline but will close this quarter.

5 'Best Case' Call Combo

After confirming your number, work with your team to identify potential upside opportunities among close deals that may need a little push to close on time, then strategize ways to improve their health scores.

Collaborative Synergy is Key



Nearly all (97%) leaders surveyed say **Sales and Finance teams need to work better - together.**

By fostering collaboration, businesses can improve internal workflows and forecast accuracy, driving businesses towards achieving their forecasting targets through a unified approach.

The most successful organizations have heads of Revenue and Finance who prioritize collaboration, even amidst changing macroeconomic climates and the tricky business of nailing a sales forecast.

Ready to enhance your sales forecasting strategies?

Get more actionable insights from the [2024 State of Sales Forecasting Benchmark Report](#).



Xactly Forecasting breaks down silos across Finance, Go-to-market, and Operations teams and provides advanced analytics for everyone to accelerate revenue pipelines, improve sales engagement, and deliver more accurate forecasts.

[Take A Tour >>](#)

About Xactly

Xactly provides the only AI-powered platform that combines revenue intelligence and sales performance management so organizations can unlock their full revenue potential. Backed by two decades of pay and performance data, Xactly's Intelligent Revenue Platform is designed for finance, revenue, compensation, and sales leaders who want to drive quality, sustainable revenue. To learn more about Xactly and the latest issues and trends in revenue intelligence, visit us at [XactlyCorp.com](#), follow our [blog](#), and connect with us on [LinkedIn](#).