

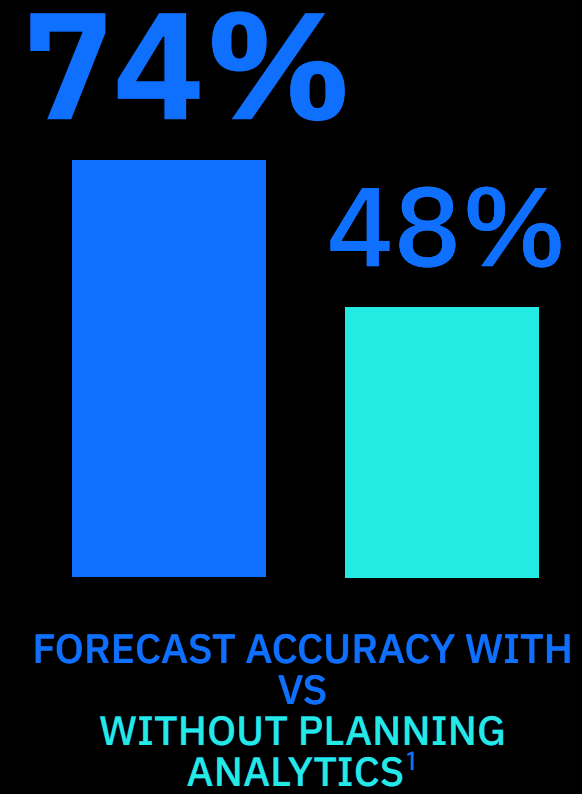
Conquer unknowns with smarter planning

In today's unpredictable sales landscape, planning and analytics influence top-line growth, profitability and personnel turnover.

Find out how you can mitigate risks and conquer unknowns using planning analytics.

Improve forecast accuracy

Hidden data can be a curse. A powerful analytics engine can unify data and simplify analytics for more accurate forecasts.



Hit your quotas

Quota plans informed by historical win rates, market trends, and sales performance rather than partial data are more accurate and achievable.



Planning analytics users see a 3x greater annual increase in average deal size.³

Shorten sales cycles

Use deep insights to predict and accelerate sales cycles, track buyer trends, and increase deal sizes.

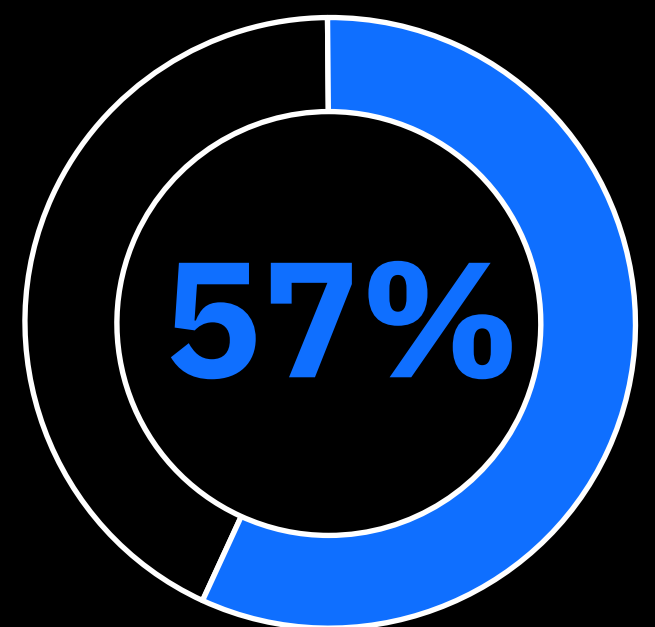


Lower personnel turnover

Poor forecast accuracy increases the risk for reps to feel frustrated and seek other employment.

Get insight into sales performance

To stay on top of at-risk quotas and coverage gaps, sales leaders need real-time visibility.



of sales reps missed their quotas in 2017⁵

Higher organizational performance is possible with planning analytics.

Master your unknowns and mitigate risk with a smarter planning analytics solution.

[Learn more](#)

Sources:
1. Aberdeen, December 2018 <https://www.ibm.com/common/ssi/cgi-bin/ssialias?htmlfid=6922276/USEEN6>
2. Aberdeen, December 2018 <https://www.ibm.com/common/ssi/cgi-bin/ssialias?htmlfid=6922276/USEEN6>
3. Aberdeen, December 2018 <https://www.ibm.com/common/ssi/cgi-bin/ssialias?htmlfid=6922276/USEEN6>
4. 2018-2019 Sales Effectiveness - Sales Acceleration Survey, DePaul University - <http://static.speccolfd.com/ib99091453994339b6d4464e499080ac7/ae587121544481274182a31b0015e4/1/15-16%20Sales%20Effectiveness.pdf>
5. Forbes, September 2018 <https://www.forbes.com/sites/stephykim/2018/09/10/77-of-sales-reps-missed-their-quotas-last-year/#1d67ed2452d4>