Xactly® Forecasting

HOW XACTLY TRANSFORMED ITS SALES FORECASTING PROCESS AND ACHIEVED INCREASED ACCURACY WITH A DATA-DRIVEN SOLUTION

Xactly on Xactly Forecasting for Sales Leaders

SITUATION

Xactly's Intelligent Revenue platform supports an organization's decision-making through the full revenue lifecycle. By focusing on planning, territories, quotas, incentives, and pipeline management and forecast accuracy, teams are able to seamlessly transition from strategy development through execution and prioritization of all aspects of the revenue optimization process.

With a new CSO coming on board, there was an enhanced need to hone in on improving revenue predictability, increasing rep performance, and strengthening the partnership between Sales and Finance. Xactly Forecasting allowed the team to have readily consumable insights at hand to make rapid, educated decisions that increase forecasting precision and revenue predictability.

CHALLENGE

Prior to the creation of Xactly Forecasting, deal reviews and pipeline calls were all manual, relying heavily on gut instinct. Going through the sales forecasting process this way was based more on past experience and instinct rather than hard data, often leading to last-minute changes, missed numbers, and a lack of trust in forecasting calls. Prior to implementing Xactly Forecasting, there was no unified platform that could give sales leadership a comprehensive and integrated view of their revenue pipeline health.

> The Xactly Forecasting dashboard is the first thing that I log in to in the morning, and it's the last thing I look at before bed. This kind of visibility is absolutely critical for me to have so that I can report correctly to my leadership team. Predictability and accuracy is everything."
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> - **Jamie Anderson**
>   Xactly's CRO

> "With Xactly Forecasting, I'm able to manage my team based on intelligent, actionable insights. Instead of going after the deals we think are most likely to close we can stay laser-focused on the business we know is most likely to close based on data." - Jamie Anderson, CRO, Xactly

SOLUTION

Xactly Forecasting made it easy for the team to quickly identify and focus on high-potential deals and close more business, faster. Implementing the solution also increased accountability and consistency with sales process compliance for reps. Additionally, increased pipeline visibility and integration with Salesforce CRM data allows Xactly's sales leaders to stop asking "what happened?" and spend more time coaching the reps instead.

Gartner claims that 55% of sales leaders do not have high confidence in their organization's forecasting accuracy. And inaccurate forecasting numbers can lead to a myriad of issues, the top issue being deteriorated trust from your leadership team. Sales Leaders can log in to Xactly Forecasting and view overall pipeline health, drill down to individual opportunities, and see a health score that changes dynamically, based on ideal customer profile data, stage milestones, and other variables that indicate whether the deal is high potential or at risk. This helps to better understand which deals should be counted toward the sales forecast, and which ones are relying too much on intuition bias. Alternatively, it also highlights 'red flags' that suggest when a deal might not close at the expected date due to detected blockers.

Xactly Forecasting uses AI and machine learning algorithms to determine the quarterly sales call based on historical pipeline data and sales patterns of reps. Leaders can use this additional data point to validate their own call for the quarter. According to Anderson, "Xactly Forecasting is 'a revenue creation tool' because of the visibility I have, I can compare opportunities and focus on the ones that are most likely to close. This has allowed me to pull deals forward and keep the momentum of the business flowing."

RESULTS

▶ Achieve increased forecast accuracy
▶ Add a new level of intelligence and transparency to the sales process with Xactly Forecasting's user-friendly dashboard
▶ Closed the gap between commit and quota using AI-guided sales coaching
▶ Easily manage and explain multi-level sales forecasts from sales rep to CEO
▶ Increase the quality and completeness of CRM data without taking any more time from the sales team
▶ Consistently execute on winning sales strategies

Xactly®
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