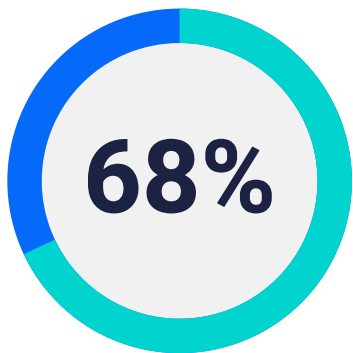


The State of Sales Forecasting 2021



68% of companies miss their forecast by 11% or more. Overall, only 15% of revenue leaders are very satisfied with their forecast process, leaving 85% wanting more.

TOP FORECAST ACCURACY CHALLENGES

Forecasting guides critical business decisions - from hiring to market expansion to product roadmap and more.

Limited predictability and manual processes can wreak havoc.

According to the research, the top contributors to forecast inaccuracy include:



Lack of Rep Accountability

Only 25% of companies include Sales Reps, those closest to the deal, in the forecasting process. Limiting rep involvement and accountability for their predictions negatively impacts outcomes.



CRM Data Quality

CRM data is often incomplete and/or outdated, at the expense of forecast accuracy.



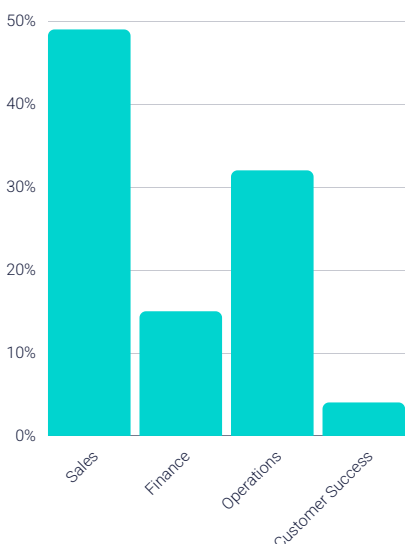
Manual Processes & Varying Risk Profiles (Tied)

Despite the rise in automation, many teams still rely on manual steps, which are prone to human mistakes and errors. This can limit the ability to identify trends and patterns that indicate risk.

ASSESSING THE FORECASTING PROCESS

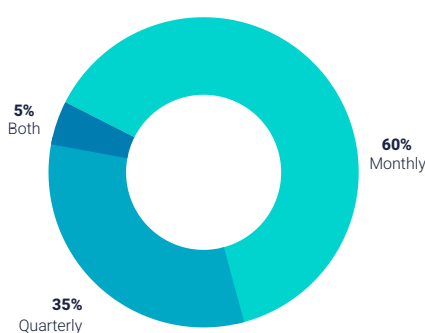
OWNERSHIP

Who owns the forecast process?



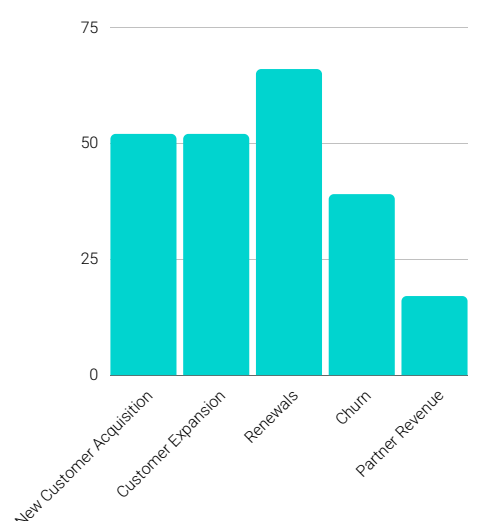
TIMING

What is the forecast cadence?



BUSINESS SEGMENTS

Which revenue segments are included in the forecast?

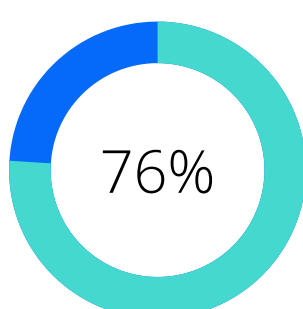


OPPORTUNITIES TO DRIVE IMPROVEMENT

52%

POWER OF AUTOMATION

Majority of companies surveyed do not use automation (52%), yet confidence improves significantly when automation is applied. By removing human bias and manual efforts, as well as the errors that come with, satisfaction rises to 76%.

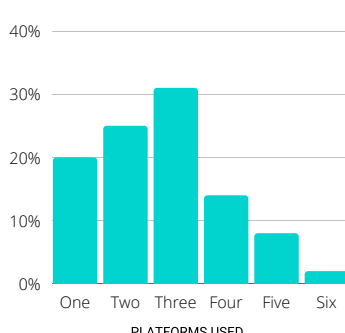


Overall satisfaction rate of those who utilize automation

80%

REDUCE SILOS & INEFFICIENCIES

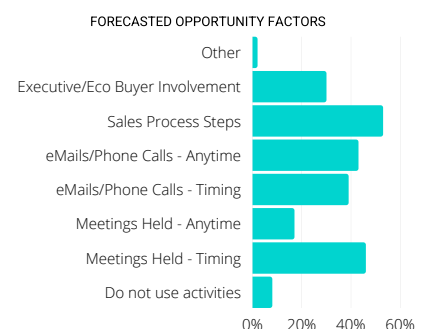
More than two-thirds of companies (80%) use two or more forecasting platforms, with 55% using three or more forecast management tools. Forecast automation through the CRM is the number one forecasting platform.



53%

LOOK BEYOND SALES STAGES

Sales Process Steps (53%) and associated stages which are often based on gut, are the top input factor, followed by Meetings Held (46%) and Emails/Phone Calls (43%), which reflect true engagement and deal health.



In April 2021, InsightSquared in partnership with RevOps Squared actively engaged with nearly 400 B2B companies to understand how they manage the forecasting process, key challenges and opportunities, to ultimately establish benchmarks for forecast management accuracy, process and performance. To view the full report visit: www.insightsquared.com.

RevOps²



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