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**: 57%
- **CRM Data Quality**: 44%
- **Manual Processes & Varying Risk Profiles (Tied)**: 43%

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

- **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%.
- **Reduce Silos & Inefficiencies**: More than two-thirds of companies (86%) 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.
- **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](http://www.insightsquared.com).