

## Your Sales Pipeline is Wrong

C-Suite executives are losing confidence in their sales organization's ability to deliver accurate sales forecasts.

According to a recent CSO Insights survey over 47% of forecasted (and weighted) enterprise sales opportunities never close. In fact, the odds of winning at a craps table in Las Vegas are slightly higher.

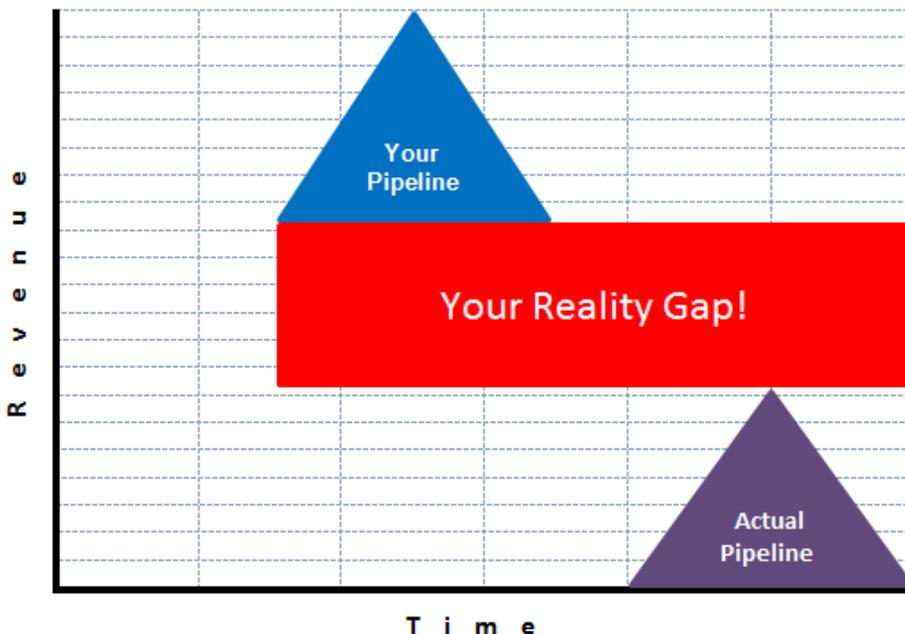
Sales Effectiveness is the number one problem facing Chief Sales Officers (CSOs). According to a recent Accenture study the top priority of CSOs around the world is to increase sales effectiveness.

## You Must Close Your Reality Gap!

## Problems Plaguing Your Sales Effectiveness

1. Because of the uncertainty around complex sales, large opportunities and inexact "probability" estimates, CFOs and Sales Leaders often remove these deals from their forecasts altogether. On the other hand they may forecast large opportunities that are not properly qualified. These issues ripple through the business; resources are mismanaged, skills and knowledge development potential is missed, employee motivation is skewed; revenue forecasts are missed.
2. Poor sales effectiveness creates a false sense of sales growth or financial security. The reality is you don't close "50%" of an opportunity; you close all of it, or none of it. When the deal is lost how does the organization make up the projected sales or cash flow shortfall? How do you backfill and how do you recover from the severe impact of forecasted opportunities that don't close?
3. Companies often rely solely on the weighted data in their CRM and standard business intelligence tools rather than focusing on individual opportunities to validate the veracity of their forecast and close the Reality Gap.

### The Reality Gap



- Your Pipeline is a mix of best guesses and anecdotes around opportunity size, close probabilities and close dates.
- The Reality Gap is the negative gap between your estimates vs. the results of our validation technology. To overcome sales effectiveness problems you need to close your Reality Gap.
- Your Actual Pipeline holds poorly qualified deals, missed opportunities, and pushed close dates.

## The Solution

We help you eliminate your Reality Gap through **Validation** and **Action**.

### Validation

The validation engine at the core is Oculus. With a 4Growth experienced sales management executive by their side your sales people (reps and field sales managers) are coached through the validation process. Oculus then validates the Probabilities of Close and Close on Time for the selected opportunities. This reveals your Reality Gap.

Oculus highlights missing information and action items. We create a playbook to help you close more business.

Our validation process is non-disruptive:

- It is independent of your CRM and platform agnostic
- It is sales process independent - and works with any sales model and sales methodology
- The technology component is cloud based and works with any browser
- It fits into your existing business processes

### Our Offer

| Project Phase         | Key Activities  |
|-----------------------|---|
| <b>Weeks 1-4</b>      | Complete System Setup<br>User Hands-on Training and Implementation<br>Train-the-Trainer - Sales Management<br>Opportunity Reviews   |
| <b>Weeks 5-6</b>      | Train-the-Trainer - Sales Management<br>Opportunity Reviews   |
| <b>Program Review</b> | Executive Sponsor & Sales Mgt Insights Session<br>Program Success Review with Key Stakeholders to: <ul style="list-style-type: none"> <li>• Review results vs. success metrics</li> <li>• Establish key insights from the implementation</li> <li>• Determine impact on business results</li> <li>• Discuss desired next steps</li> </ul> |
| <b>Licensing</b>      | Technical setup for each license<br>Oculus licensing depends on number of users   |

## Action Steps to Eliminate Your Reality Gap!

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### Action

Experience matters; using our playbook a senior 4Growth executive coaches the sales person and manager to help them develop a clear insight into their opportunities. Sales managers and sales reps now see the depth of the deal and what needs to be done to move it forward.

Performance is not quantitative, it is qualitative. Yes, numbers are important. Use all the business intelligence available to you, but don't stop there. A key to success in sales effectiveness is qualitative; measured by the sales person's depth of understanding of the nuances of the deal and the tangible actions needed to close it.

### Our Evidence

Here's a summary of a recent implementation — Remarkable Results!

1. Accuracy in predicting deal outcomes

|                   |       |
|-------------------|-------|
| Using Oculus:     | 80.0% |
| Not using Oculus: | 41.7% |

2. Reduce Close Date Slippage (CDS)

|                       |       |
|-----------------------|-------|
| Using Oculus CDS:     | 23.8% |
| Not using Oculus CDS: | 58.2% |

3. Increase Win Rate

|                   |       |
|-------------------|-------|
| Using Oculus:     | 30.8% |
| Not using Oculus: | 13.3% |