



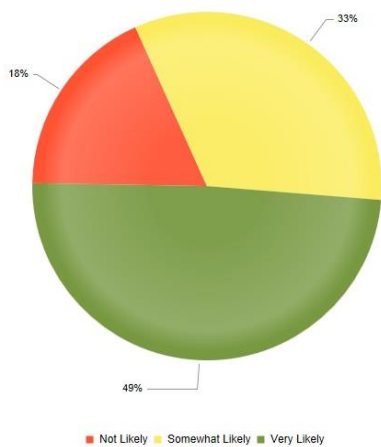
SalesTalk's Forecast Validator

According to CSO Insights, only about 60% of Sales Reps make their quota. A recognized expert on sales forecasting says that that you have a better chance of winning in Las Vegas than you have of hitting your forecast.

How can you beat the house with the odds stacked against you? SalesTalk's new tools address this problem.

Get a stronger shot at hitting your forecast with SalesTalk's **Forecast Validator**.

Forecast Validator - Likely to Close Analysis



It helps Sales Managers and CEO's improve actual forecasting accuracy by applying the digital behavior of those who have bought (your **Ideal Prospect Profile**) to those forecasted to close. This tool essentially helps you identify which deals are more likely to close – giving a much more accurate forecast.

The Forecast Validation process begins with an analysis of previously closed deals to give us quantitative scores (the **Buyer Behavior Map**) that indicate the likelihood that a given forecasted deal will close.

Buyer Behaviors					
Behavior	Count	Percentage	Weight	Forecast Score	
Pricing	955	28 %	10	280	
Implementation Process	901	25 %	10	250	
Custom Proposal	843	23 %	20	460	
Customer Page	799	21 %	10	210	
Case studies	602	19 %	10	190	
ROI Form Fill	554	17 %	15	255	
Request for Demo Form fill	548	16 %	20	320	
Technology Video	537	15 %	10	150	
Request for Information Form Fill	522	15 %	10	150	
Product datasheet	418	12 %	10	120	
Average Forecast Score				239	

[Analyze Now](#)

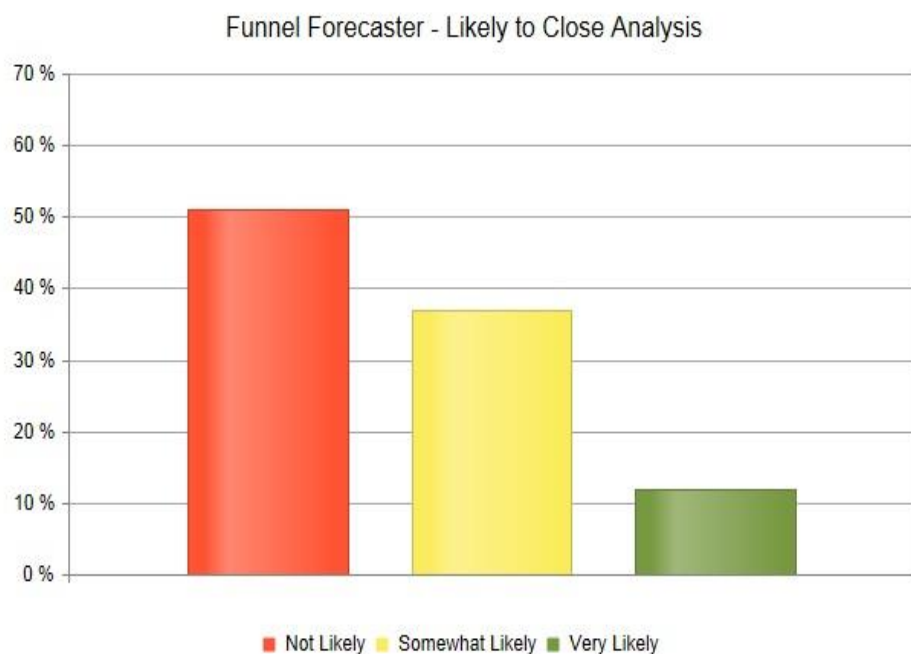
You can click this chart to see the deals you can count on or the deals that need work if you are to “make your numbers”. By drilling down on those Somewhat Likely to close (the yellow part of the chart), you will know the leads that need your attention.

Your sales team can pull this list of prospects for action at any time. Sales managers or reps can drill down on each forecasted deal to see the detailed “**Story So Far**” through a link to the prospect’s record in their Salesforce.com or other CRM application.

Need better insight into your pipeline?

Enter ***Funnel Forecaster*** - another feature from SalesTalk - selects your entire pipeline (or a subset), to give you an understanding of the future sales you can expect from your leads database.

Run unlimited “what if” scenarios – your strength in one or more verticals, or industry type, or company size or with titles within companies, etc.



Sales reps can now use the buyer’s digital behavior as part of their sales efforts. SalesTalk’s ***Forecast Validator and Funnel Forecaster*** will use these digital behaviors to validate your sales forecast and to gain incredible insights into your pipeline.

This module is part of SalesTalk’s full marketing automation system. SalesTalk is the only provider of a premier lead management solution combining people and technology. At SalesTalk, we power our first-class marketing automation technology with lead management experts to help clients maximize sales opportunities.

Start tracking you behavior now just go to www.GetSalesTalk.com.