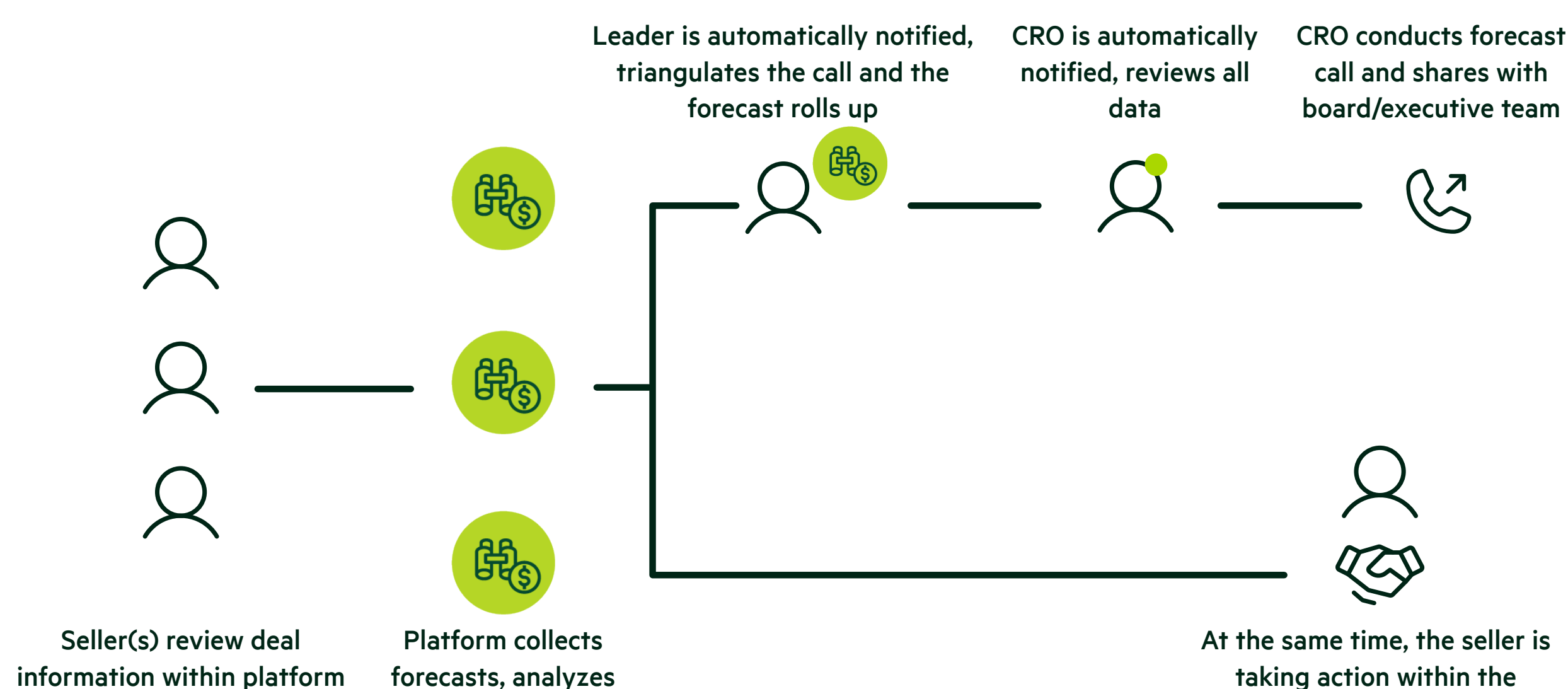


# It's Time to Start Thinking Differently About Sales Forecasting

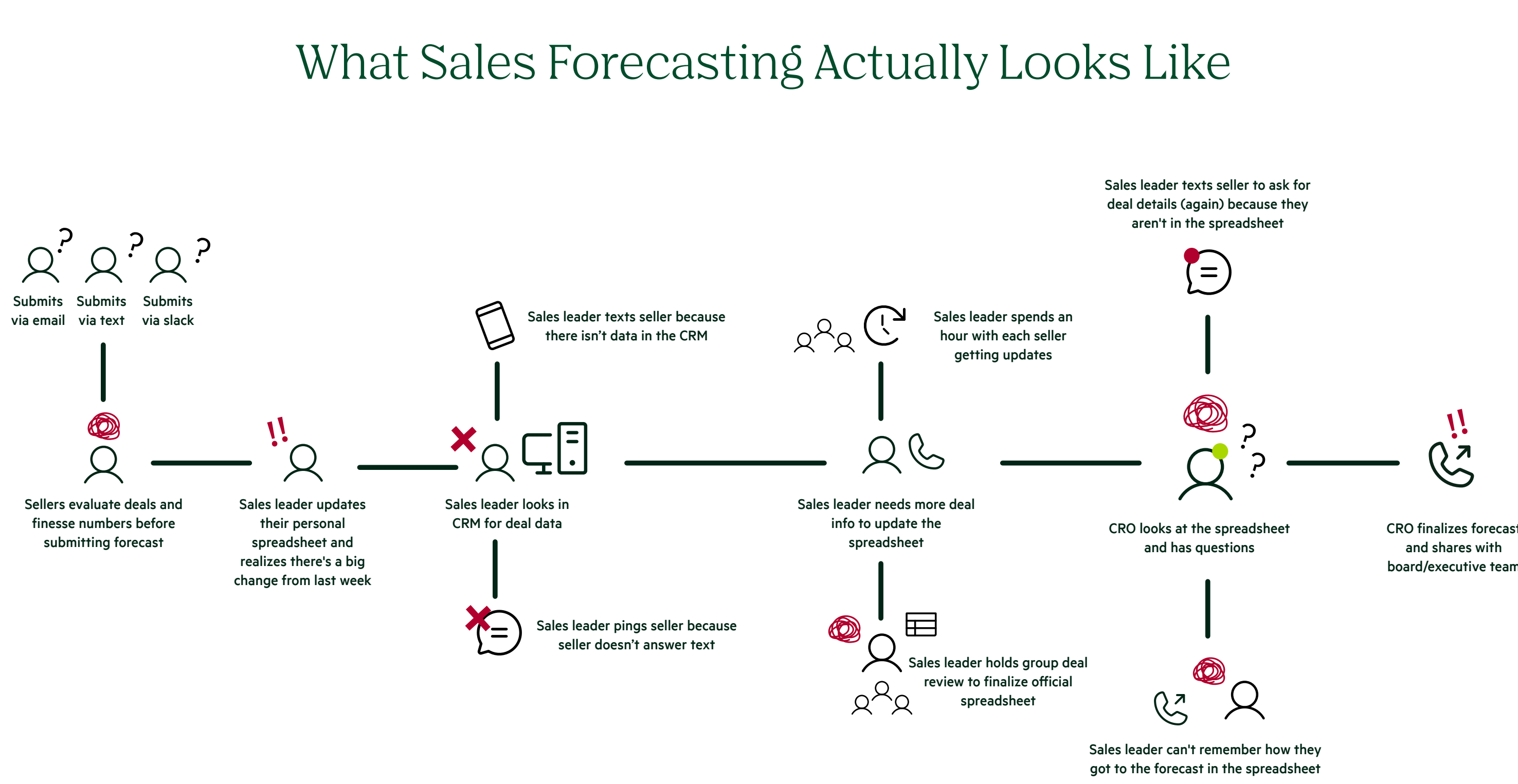
Sales forecasting has a bad rep. For good reason. The process is time consuming, inefficient, generally leads to inaccurate results, and is frankly something sellers dread.

## It's time for a change.

### What Sales Forecasting Should Look Like



### What Sales Forecasting Actually Looks Like



## Reframe the Way You Think About Forecasting

### Forecasting is Just a Guess

Forecasting is Confidence in Your Call

Combine AI, your weighted pipeline, and your team's forecast to triangulate.

### Forecasting Tells Me a Number

Forecasting is a Plan of Action

Forecasting as part of your sales workflow allows you to immediately take action on the insights you surface.

### Forecasting Doesn't Help Me Close Deals

Forecasting Reveals Valuable Insights

Spot missed opportunities and identify pipeline risks early as you are compiling your forecast.

### Forecasting is a Waste of Seller Time

Forecasting is Crucial to the Business

Staffing and go-to-market decisions are based on the forecast – leaders are depending on your accuracy.

### Forecasting is a Requirement with No Payoff

Forecasting is a Way to Stand Out

The ability to prove your forecast accuracy can better position you for a promotion or new role.

## Think Differently About AI

### Explainable

You should be able to drill down to the opportunity level to see the data behind the AI – it is not an unexplainable mysterious number.



### Valuable

AI is the most valuable when it is embedded into a platform with extensive data to model and where insight prompts sales action.

### Ethical

Sellers have unique insights that AI can't replicate. Your intuition will always be a critical overlay.

## Look Into the Future of Forecasting

Fewer than

# 20%

Of sales organizations have forecast accuracy greater than

# 75%\*



The future of forecasting is a new way of thinking about an old and broken process.



AI Forecast

This will be a must-have. An AI forecast can help you predict where you will land and see where you need to do more.



Access to Deep Insights

Teams will expect the comprehensive buyer engagement data that is only available in a unified platform.



True Pipeline Visibility

Leaders will look for real-time deal information that highlights what has changed week-to-week.



Ability to Take Action

You need to not only see a number, but also important deal gaps and opportunities. And then be able to take action right in the forecast.



Focus on Accuracy

Technology will rank sellers and leaders by historical forecast accuracy, providing coaching and differentiation opportunities.

Sources: \*Korn Ferry, The Top Four Challenges in Sales Forecasting and How to Right Them

## Find Out How Forecast by Salesloft Can Take Your Team Into the Future of Forecasting.

[Find Out How](#)

**Salesloft.**

Salesloft is the leading sales engagement platform, helping sales teams drive more revenue. The Modern Revenue Workspace™ by Salesloft is the one place where sellers can execute all their digital selling tasks, communicate with buyers, understand what to do next, and get the coaching and insights they need to win.