



The Art & Science of Sales Forecasting

Thursday, July 21th at 11 am PST / 2 pm EST



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Art & Science of Forecasting

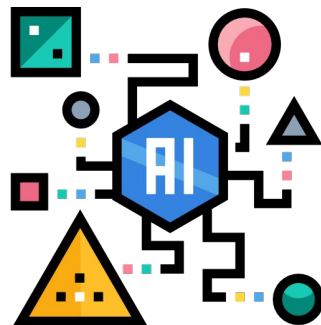


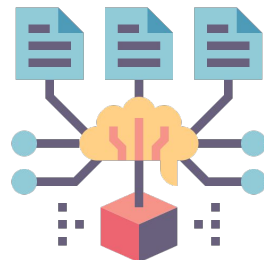
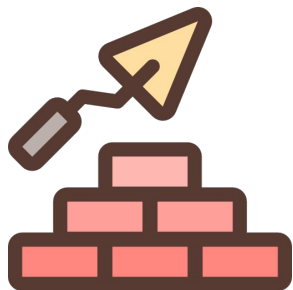
Roman Gruhn

VP, Sales Technology & Operations
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90%





GIGGO







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Future Proof your Forecasting

Bring Structure & Scalability to
RevOps

mindtickle



Nice to meet you!

Team:

- 40 sales reps (*not including BDRS*)
- 6 regional managers
- Multi-product business

Goals:

- Forecast accuracy
- Reduce deal variance & slippage
- Improve productivity
- Greater visibility for coaching & enablement



**VP, Revenue
Operations**

CRO Top Priorities

CRUSH QUOTA CONSISTENTLY

Deal intelligence
and fact-based
forecasts



BUILD A REVENUE ENGINE

Systematic enablement
+ coaching that creates
more winners



Our approach



Build Knowledge



**Sales
Enablement
& Training**



**Practice &
Reinforcement**

Align Content



Sales Content Management

**Analyze
Performance**



**Conversation
Intelligence**



**Insights
Dashboard**

Optimize Behavior



Sales Coaching

+

BoostUp

- Deal Insights
- Activity Insights
- Account Insights
- Pipeline Insights
- Forecast Insights

Our forecasting roll-out process

- Weekly forecast submission
 - Thursday - AEs
 - Friday - Managers
 - Monday - review with CRO
- Current Quarter + Next Quarter
- Current Quarter with breakdown for Month 1 & Month 2

Set Specific Expectations

Create a Forcing Function for Weekly Forecast Submissions

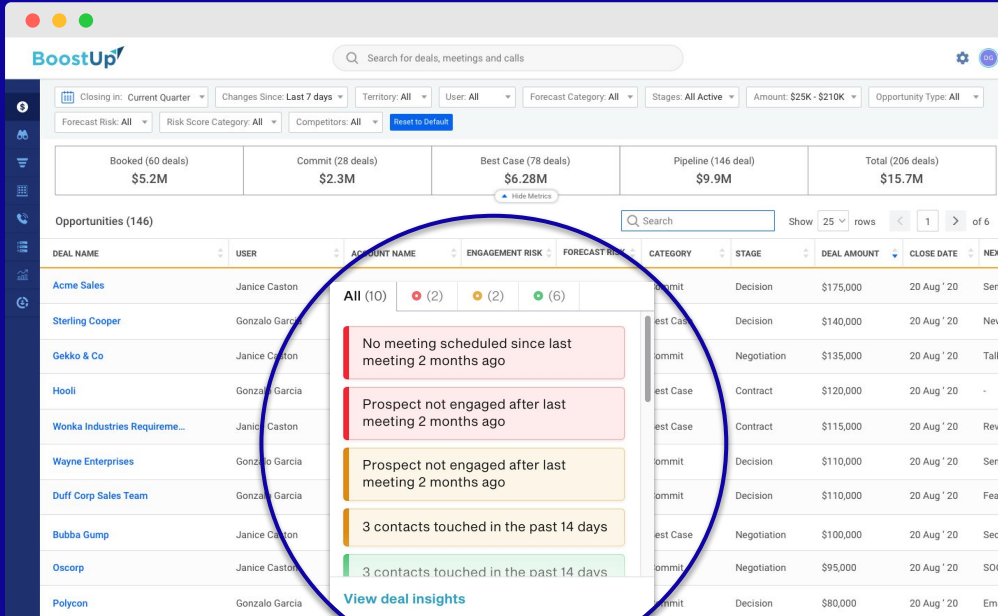
Enlist Champions

Empower Sales Reps & Managers to Think like CEOs

Focus Area #1:

Risk Assessment

- Review pipeline at scale. Then, zero in on at-risk opportunities
- Uncover risks & mitigate deal slippage
- Empower managers & help them focus with account & deal level data
- Enable reps to self-coach



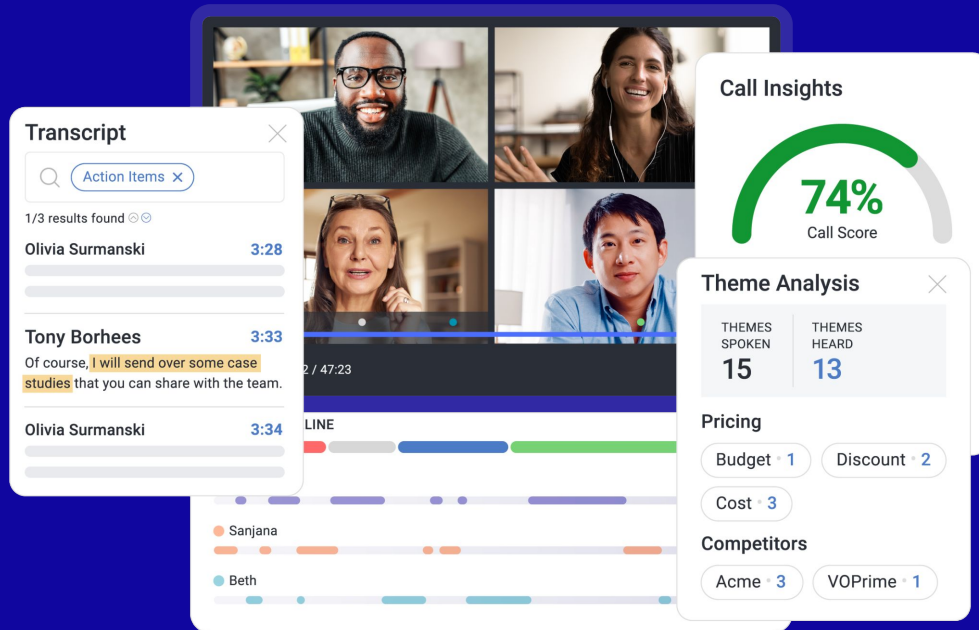
The screenshot displays the BoostUp CRM interface. At the top, there's a search bar and various filters. Below, a summary row shows pipeline metrics: Booked (60 deals) at \$5.2M, Commit (28 deals) at \$2.3M, Best Case (78 deals) at \$6.28M, Pipeline (146 deals) at \$9.9M, and Total (206 deals) at \$15.7M. The main table lists opportunities, with columns for Deal Name, User, Account Name, Engagement Risk, Forecast Risk, Category, Stage, Deal Amount, Close Date, and Next Step. A modal overlay is open, showing engagement risk details for a deal. It includes a summary 'All (10)' with counts for different risk levels (2 red, 2 orange, 6 green) and four specific risk items: 'No meeting scheduled since last meeting 2 months ago', 'Prospect not engaged after last meeting 2 months ago', 'Prospect not engaged after last meeting 2 months ago', and '3 contacts touched in the past 14 days'. A link 'View deal insights' is at the bottom.

DEAL NAME	USER	ACCOUNT NAME	ENGAGEMENT RISK	FORECAST RISK	CATEGORY	STAGE	DEAL AMOUNT	CLOSE DATE	NEXT
Acme Sales	Janice Caston		All (10)						
Sterling Cooper	Gonzalo Garcia								
Gekko & Co	Janice Caston								
Hooli	Gonzalo Garcia								
Wonka Industries Requireme...	Janice Caston								
Wayne Enterprises	Gonzalo Garcia								
Duff Corp Sales Team	Gonzalo Garcia								
Bubba Gump	Janice Caston								
Oscorp	Janice Caston								
Polycon	Gonzalo Garcia								

Focus Area #2:

Build a Bridge to Enablement

- Inspect emails/calls
- Know which deals & calls to review without much thinking
- Complete coaching forms & sessions
- Enable self-coaching & role-plays





1Passw@rd

The Art & Science of Sales Forecasting

Navin Persaud

Head of Revenue Operations

1Password

July 21st 2022

Process, People, Platforms

- Build efficient, scalable & repeatable **processes**.
- Guide & enable **people** to understand & use the processes.
- Leverage a unified **platform** to accelerate business insight.



Forecast Foundation

Art vs Science

- A delicate balance that differs in every organization.
- Master the science, be aware (beware) of the art.
- Continually learn, refine, improve over time.

The Power of Predictability

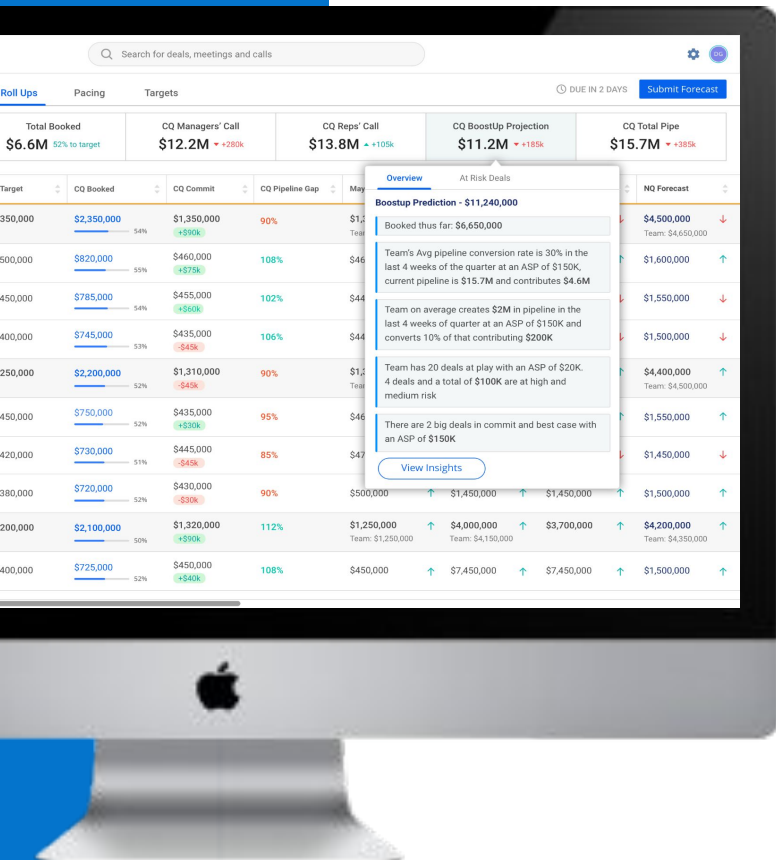
- The goal of every company.
- The role in setting wider organizational priorities.
- Elevate your team/function within your organization.

The BoostUp Impact

- A simplified extension of what I see in the business.
- The empowerment of our sales leaders to take action.
- Actionable insight to drive continual learning & improvement.
- Time savings: work to improve vs analyze the business.



**“Accountability through
visibility”**



The [Science] of Sales Forecasting



Lucas Lam

Product and Solutions Director

BoostUp

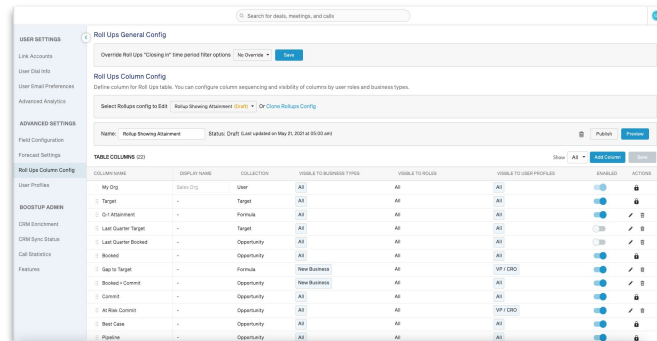


Advanced Forecasting - The Science of Forecasting

1. Custom Formula Weighted Roll-Up

Does your organization have specific indicators that they use as a barometer in each rollout?

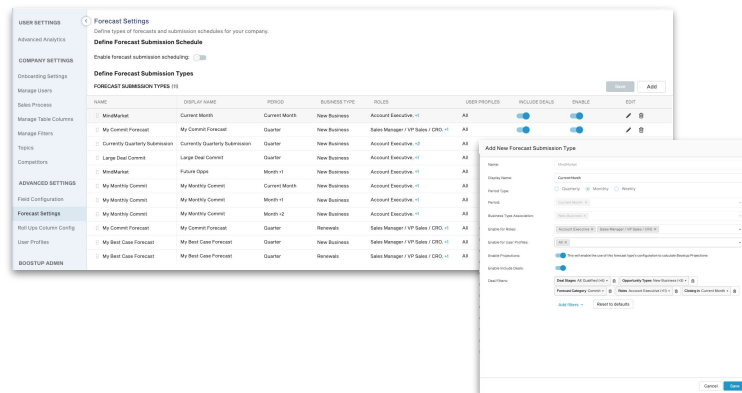
You can use BoostUp to calculate commit gaps, weighted scores based on intent, and more. These custom metrics are all point and click configurable and self-service by your administrators.



2. Custom Forecasting Business Rules

Guide your team's forecasting submissions by setting automatic qualifiers or validation rules to determine what deals are eligible to be submitted into their forecasts, including auto-include and auto exclude.

This is a reliable way to promote best practices, data hygiene and more thoughtful rep forecasting.



Advanced Forecasting - The Science of Forecasting

3. Global Business Types

Global Business Types allow you to delineate your business in ways that are meaningful for each role.

Global Business Types provide a way to create multiple instances of BoostUp inside one experience based on how you structure SFDC and segment your business or your sales team.

Global Business Types Summary:

- Current (100 Deals): \$10.47M
- Current (100 Deals): \$10.60M
- Best Case (100 Deals): \$18.57M
- Pipeline (100 Deals): \$21.16M
- All Active (100 Deals): \$50.65M

Define Business Type:

Enable business type configuration: ☒

Select a primary CRM field:

NAME	VALUE	AMOUNT FIELD	CLOSE DATE FIELD
New Business	New Business	NewARR_c	close_date
Renewals	Renewals	RenewedARR_c	close_date
Total Business	Total Business	Annual_Recurring_Revenue_ARR_c	close_date

4. Blended Forecasting Models

As your teams progress through a quarter, you'll want flexibility in their month over month forecasting and how it can apply to the sum total of their overall quarterly call.

Blended forecasting, which is a mix of quarterly and monthly forecasts, is invaluable in situations where there is cross-functional team selling and you want to understand the forecast from each team member's point of view.

Blended Forecasting Summary:

- Current (100 Deals): \$1.14M
- Current (100 Deals): \$1.94M
- Best Case (100 Deals): \$3.23M
- Pipeline (100 Deals): \$3.79M
- All Active (100 Deals): \$9.98M

SUBMIT FORECAST:

- Overall
- New Business
- Renewals
- Total Business
- My Best Case Forecast Q2 FY 2020
- My Best Case Forecast Q3 FY 2020
- My Best Case Forecast Q4 FY 2020

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5. Multi-Role Deal Override

In today's world of team selling businesses need to understand how each member of a team is trending within a deal and what their commit forecast is at a deal level.

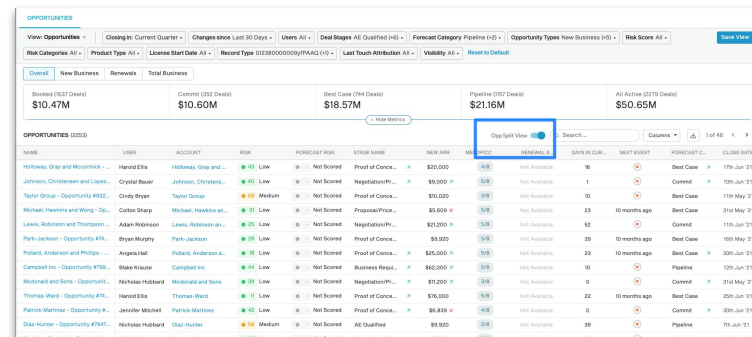
Get input from each team member to get a comprehensive view into deal's health.



Team Member	Forecast	Commit	Forecast %	Forecast Date
Garrett Ellison	\$4,732,245	\$4,732,245	67%	1/1/2025
Laura Lyons	\$1,500,000	\$1,500,000	24%	1/1/2025
Adam Sandwell	\$337,500	\$337,500	55%	1/1/2025
Isaac Smith	\$337,500	\$337,500	102%	1/1/2025
Keith Owens	\$337,500	\$337,500	44%	1/1/2025
Michael Wolf	\$337,500	\$337,500	44%	1/1/2025
Nicole Kelly	\$168,750	\$168,750	35%	1/1/2025
Whitney Padilla	\$337,500	\$337,500	68%	1/1/2025
Robert Huff	\$1,817,438	\$1,817,438	79%	1/1/2025
Shannon Harris	\$650,500	\$650,500	-	1/1/2025

6. Opportunity Splits

Make it easy for your revenue team to collaborate and share opportunity revenue by enabling opportunity splits and customizing them for your business. This is extremely helpful for solution consultants, product specialists, renewal teams, and any scenario where partial deal attribution is present.



Opportunity Name	User	Account	Risk	Forecast	Forecast Date	Forecast %	Forecast Date
Holladay Group and Moorehead	Harold Ellis	Holladay, Gray and...	Low	Not Scored	Proof of Concept	\$10,000	1/1/2025
Johnson, Christensen and Lopez	Crystal Bear	Johnson, Christensen...	Low	Not Scored	Negotiations/Pr...	\$5,000	1/1/2025
Taylor Group - Opportunity #932	Chad Bryan	Taylor Group	Medium	Not Scored	Proof of Concept	\$10,000	1/1/2025
Michael, Hawkins and Wong	Cotton Sharp	Michael, Hawkins an...	Low	Not Scored	Proposal/Price	\$5,000	1/1/2025
Leah, Robinson and Thompson	Adam Robinson	Leah, Robinson an...	Low	Not Scored	Negotiations/Pr...	\$12,000	1/1/2025
Park Jackson - Opportunity #741	Bryan Murphy	Park Jackson	Low	Not Scored	Proof of Concept	\$9,000	1/1/2025
Poland, Anderson and Phillips	Angela Hall	Poland, Anderson a...	Low	Not Scored	Proof of Concept	\$25,000	1/1/2025
Camelot Inc - Opportunity #735	Blake Krause	Camelot Inc	Low	Not Scored	Business Resea...	\$10,000	1/1/2025
McDonald and Bane - Opportunity #742	Richard Hubbard	McDonald and Bane	Low	Not Scored	Negotiations/Pr...	\$12,000	1/1/2025
Thomas West - Opportunity #743	Harold Ellis	Thomas West	Low	Not Scored	Proof of Concept	\$15,000	1/1/2025
Patricia Martinez - Opportunity #744	Patricia Martinez	Patricia Martinez	Low	Not Scored	Proof of Concept	\$5,000	1/1/2025
Dea Hunter - Opportunity #745	Nicholas Hubbard	Dea Hunter	Medium	Not Scored	AE Qualified	\$9,000	1/1/2025

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7. Account-Based Forecasting

There is often a need to break opportunities out within an account to accommodate different offerings, deal types, and cross-sell/upsell situations.

With BoostUp's flexible pivoting, you can view a rollup dashboard for each account that shows every opportunity within an account and all the associated deal indicators for each opportunity associated with that account.

View: Accounts ▾

Closing In: Current Quarter ▾

Last activity: Last 30 Days ▾

Users All ▾

Risk Score All ▾

Account Type Customer Account (+1) ▾

Created Date All Time ▾

Visibility All ▾

Reset to Default

Save View

ACCOUNTS (287)

Q Search...

Columns ▾

1 of 58 < >

NAME	ACCOUNT OWNER	TIME SPEN...	RISK SCORE	OPEN OPPS	OPEN AMO...	WON OPPS	WON AMO... ↓	MEETINGS	NEXT MEETI...	LAST CALEN...	LAST TOUCH...	LAST ENGAG...	CONTACTS...
Mueller, Bowman and Sims	James Hansen	51	<div><div></div>0 Low</div>	5	\$76,440	44	\$2,160,163	0	10 months ago	a year ago	a year ago	a year ago	206
Armstrong-Willis	Martin Ellis	9	<div><div></div>28 Low</div>	3	\$0	2	\$1,635,938	0	<div><div></div></div>	a year ago	a year ago	a year ago	65
McLaughlin-Waters	Christopher Hickman	41	<div><div></div>9 Low</div>	6	\$49,250	41	\$1,357,141	0	10 months ago	a year ago	a year ago	a year ago	160
Krueger, Cunningham and Wilson	Martin Ellis	29	<div><div></div>57 Medium</div>	0	\$0	8	\$1,057,595	0	<div><div></div></div>	a year ago	a year ago	a year ago	101
Mitchell PLC	Edward Evans	16	<div><div></div>23 Low</div>	3	\$319,250	18	\$729,354	0	10 months ago	a year ago	a year ago	a year ago	106
Dominguez, Carrillo and Mayo	John Flowers	27	<div><div></div>39 Low</div>	7	\$0	44	\$515,706	0	10 months ago	a year ago	a year ago	a year ago	115
Juarez-Wyatt	Jill George	53	<div><div></div>3 Low</div>	3	\$48,750	8	\$499,060	0	10 months ago	a year ago	a year ago	a year ago	273
Butler LLC	John Flowers	41	<div><div></div>0 Low</div>	1	\$0	20	\$452,426	0	10 months ago	a year ago	a year ago	a year ago	148
Allen and Sons	Mrs. Virginia Walter ...	32	<div><div></div>18 Low</div>	6	\$519,200	8	\$431,630	0	10 months ago	a year ago	a year ago	a year ago	100
Davis Inc	Richard Soto	8	<div><div></div>45 Low</div>	1	\$0	4	\$424,360	0	<div><div></div></div>	a year ago	a year ago	a year ago	14
Herring Ltd	Daniel Reed	50	<div><div></div>16 Low</div>	9	\$178,652	9	\$404,551	0	10 months ago	a year ago	a year ago	a year ago	1101

Best Practices

1. **Good Forecasting starts with Good Sales Process**
 - Sales Process should feed the Forecast Assembly & Submission
 - Ex. Pipeline inspection -> Deal Progression -> Forecast Submission(s)
2. **Create Rules for “What can or cannot be Forecastable”**
 - Importance of adhering to sales process while allowing flexibility in forecasting
 - Ex. Deals in Commit must always be in your forecast, Best Case is the bucket of deals that we review in the forecast meeting
3. **Understand your “People + Process Interaction” and Continually Revise**
 - Are these interactions conducive to your forecasting process?
 - Ex. Are reps and managers aligned in the Forecast opinion or do they have differing opinions?

Next Month's Topic

**"Data-Informed Revenue Decision-Making
Using Sales Analytics and RevBI"**

Thursday, August 18th, 11 am PT, 2 pm ET



**REVENUE
MASTERCLASS**



hosted by **BoostUp**