MODLR

Sales Forecasting Solution

In today's ever-changing business world, sales teams require speed, agility and foresight to respond to market changes in real-time. And, to achieve these requirements, innovative planning tools are key. With MODLR's sales forecasting solution, you can optimise resources, design territories, plan quotas, gain a comprehensive understanding of sales pipelines and deliver more precise revenue projections. Arm your sales team with Collaborative Cloud-based Planning Software to provide them with the power to forecast with greater accuracy - to drive better, faster decision-making, company-wide.

Create detailed sales targets and compensation plans

Construct detailed sales targets and compensation plans to incentivise your sales force to reach their objectives. Create sales compensation plans according to team structures, budgets and goals. Conduct "what-if" analyses to determine the optimal base plan and stretch goals to achieve your target sales volume and planned revenue.

Empower company-wide sales forecasting and pipeline management

Enable all departments of your organisation to utilise collaborative, cloud-based planning to monitor revenue projections and maintain sales forecasts using a company-wide methodology. Empower all corners of your organisation to perform complex calculations across any number of dimensions.

## Connect with your data sources to build accurate and trusted sales forecasts

Leverage MODLR's wide array of data integrations to connect your third-party data sources to your sales pipeline, enabling you to build more accurate forecasts and ensuring your sales team can better deliver on their projected sales performance.

Optimise territories to deploy the best sales force for the job

Design and optimise territories with data-driven insights, ensuring maximum coverage, reps' strengths match the suitable accounts, and quotas align to available market opportunities - all driving higher profits. Easily modify territory plans to respond to variations in staffing, market conditions and changing commercial goals.

Align forecasts with performance and sales plans

Connect your forecasts with your sales team's performance to optimise your sales pipeline and reflect real-time changes in sales planning models. Ensure accurate sales targets through inputting and managing quotas by rep, role, or segment and visually monitor quota coverage with real-time dashboards.
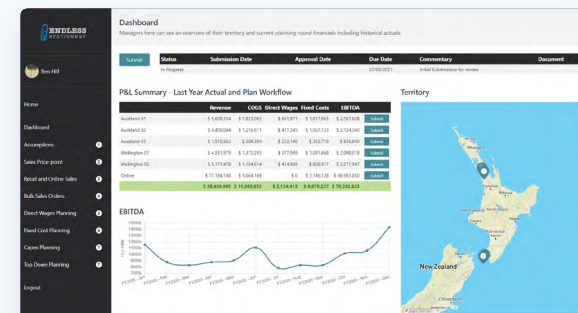
Key Benefits

- Provides companies with an accurate, reliable, real-time sales forecast to drive enterprise-wide collaboration.

- Motivates sales departments through equipping them with real-time dashboards to present their performance and reflect their impact on company-wide revenue.

- Produces data driven sales forecasts with actionable insights, driving well-informed decision-making.

- Enables integrated sales forecasts, built from historical sales performance, trends, seasonality, and third party-sourced data, ensuring a single source of truth for sales teams.

- Aligns sales pipeline and forecast with sales quotas and revenue expectations, providing a comprehensive understanding of potential risks and opportunities.

- Shortens planning cycle times and reduces time spent on creating sales territory and quota plans.

Key Features

Maintain an accurate and reliable sales forecast
Monitor and review pipeline potential and increase accountability of sales representatives, whilst detecting "sandbagging" and "overcommit" behaviours. Continually maintain an accurate and up-to-date forecast from one, unified platform.

Forecast across geography, products, accounts and more
Create sales forecasts by geography, time, product lines, and accounts, or delve deeper into the details by changing dimensions to analyse sales forecasts at any level of granularity — e.g., by product SKUs, city/state, or group of accounts in a selected vertical.

Integrate with CRM data to build projections and analyse multiple outcomes
Automate data feeds from customer relationship management (CRM) platforms, such as accounts, opportunities, and other objects to flow into forecast models to ensure sales pipelines always reflect the latest developments.

Discover and analyse trends, changes, and patterns of sales forecasts over time
Build time-based dashboards and determine key performance indicators (KPIs), such as sales funnel velocity, trending analytics, and seasonality variations.

Conduct "What-if" scenario analyses
Test scenarios and business assumptions and see the immediate financial impact of potential changes to business or economic conditions on sales performance. Create contingency plans and prepare for challenges that may arise in deal cycles.

Analyse performance with real-time dashboards
Develop real-time sales dashboards and reports with data visualisations (charts, graphs, maps and more). Analyse sales forecasts and performance metrics to uncover real-time, actionable insights.

Create sales forecasting calculations with recognisable formulas
Use MODLR's user-friendly formula editor to build familiar sales forecasting formulas to configure models.

Compare forecasts and increase accuracy combining multiple modelling techniques
Build sales forecasts formed from qualitative, time series analysis and projection, causal modelling techniques, and more.

Integrate with external solutions and data sources using pre-built connectors
Easily integrate with upstream or downstream systems using MODLR's pre-built connectors to automate data flows, or, self-service import and export with MODLR's Excel Add-in.

Benefit from top security and smaller IT costs
Role-based security, user management, and 2-factor authentication sign-in support ensures all information is protected through the highest-level of data security systems.

Make historical sales data easily accessible
Effective version control and audit tracking enables historical sales forecasts to be accessible to all specified user groups.