Sales performance: Are you a laggard or leader?

Traits of laggard organizations

- Gut-based, “happy ears” forecasts are driven by commissions and incentives rather than actionable data¹
- A lack of quality data, even though data is growing 40 percent per year worldwide²
- Reliance on incomplete data sourced using the wrong tools results in decision making blind spots and missed opportunities
- End-of-quarter decision-making ‘make-the-number’ frenzy, where all deals are treated equally
- Only business analysts have access to data and the ability to produce insights

Traits of leader organizations

- Have a strong or highly pervasive use of analytics
- Have a high degree of trust in their data and let it guide their decision making
- Share operational data across business functions and take actions based on statistical insights
- Engage with BI on a weekly or frequent basis
- Enable their employees to use analytics in a self-service capacity

How leaders take control with analytics

Leaders recognize the critical link between sales analytics and sales performance – and use it as a competitive advantage.

57% of revenue leaders have strong or pervasive use of sales analytics compared with only 41% amongst revenue laggards.

56% of leaders have their employees using analytics in a self-service manner.

Leaders rate their speed of decision-making capabilities to be 36% greater than laggards³.

By connecting data from a variety of data sources, including CRM, marketing automation, and finance systems, Qlik® provides greater visibility across the entire sales cycle, allowing sales to better plan and improve performance.

Does your approach to sales analytics measure up? Take our online self-assessment to see how you rate. Visit www.qlik.com/salesassessment to learn more.