# Sales Forecasting

**Anaplan**

## Challenges

- Lack of single system for sales ops, sales managers & account directors to collaborate

- Manual aggregation of spreadsheet-based forecasts that drive slow and inaccurate creation of sales insights

- Management's inability to define or enforce strict sales stage definitions, milestones and data entry standards

## Anaplan Enablers

- Tie forecasts to territories, quotas, and incentives, ensuring that forecasts reflect your organization's sales strategy and can adjust accordingly

- Analyze trends over time, regions, teams, or products to better predict future sales

- Use machine learning and predictive algorithms to enhance forecast accuracy

## Business Value

- Provide everyone a single line of sight to revenue projections, sales projections, and operational data

- Equip sales managers to hold the sales team more accountable for reporting pipeline activity more accurately, as well as better identifying at-risk deals, over commits, etc.

- Allow increased visibility into discounting practices

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"No one has to worry about when was the data pulled, and whether you are stitching together two different data sets ... Those pains are actually gone."

- Senior Director, Sales Performance Intelligence Team