Formal definition of progressive sales stages, used to weight sales forecasts.

<table>
<thead>
<tr>
<th>Best in Class</th>
<th>Average</th>
<th>Laggards</th>
</tr>
</thead>
<tbody>
<tr>
<td>74%</td>
<td>57%</td>
<td>41%</td>
</tr>
</tbody>
</table>

Does an accurate sales forecast matter?

Trustworthy sales forecasts linked to better year-over-year (Y-O-Y) performance.

<table>
<thead>
<tr>
<th>Universally Trusted Sales Forecast</th>
<th>All Others</th>
</tr>
</thead>
<tbody>
<tr>
<td>48%</td>
<td>24%</td>
</tr>
</tbody>
</table>

By a factor of two compared to other survey respondents, best-in-class companies have taken the strategic action of replacing “gut” feelings with predictive analytics, taking the guesswork and emotion out of determining which opportunities deserve the support of critical sales resource allocation.

Benchmarking Success

Measuring process: the approach a company takes to execute daily operations.

- Best in Class: 74%
- Average: 57%
- Laggards: 41%

Measuring performance management: the ability of the organization to measure its results to improve its business.

Performance analytics against agreed-to objectives (metrics) are reviewed regularly.

- Best in Class: 70%
- Average: 60%
- Laggards: 44%

Technology Insight

Companies reporting heavy CRM use by more than 60% of their sales staff showed:

- Overall attainment of quota: 82% vs. 65%
- Sales reps achieving quota: 60% vs. 50%

For questions about Sage CRM Solutions, call 800-643-6400 or visit http://NA.Sage.com/CRM

*To read the entire whitepaper, Sales Forecasting: How Top Performers Leverage the Past, Visualize the Present, and Improve their Future Revenue, download it now.

©2012 Sage Software, Inc. All rights reserved. Sage, the Sage logos, and the Sage product and service names mentioned herein are registered trademarks or trademarks of Sage Software, Inc., or its affiliated entities. All other trademarks are the property of their respective owners.