BoostUp

Sales Forecasting Platform Vendor Comparison Worksheet

Forecasting Vendor Evaluation

So, it's time to evaluate forecasting platforms. If you're reading this, you're either looking to replace your existing platform or you're implementing your very first. Regardless of the case, the goal of this worksheet is to help you find the best forecasting vendor for your needs.

In this situation, it is also imperative to consider the future. The revenue function is at an inflection point today. Technology is fundamentally reshaping the way sales, marketing, and customer success teams work through advanced computing, AI, and other innovations. The result is a shift in the structures, strategies, tactics, and workflows of each function.

Three things you should consider in your software evaluation

Align Your Platform to the Future

The forecasting platform that you choose must not only align with your current needs, stand to provide the same benefits (or even more), and drive change as your organization progresses over time.

The most prominent indicator of this is the digitization of sales.

Gartner's research shows that **77% of sales leaders say their digital transformation has accelerated in the last two years and that 80% of all B2B sales interactions will occur in digital channels by 2025.**

The digitization of sales means that your forecasting platform must stand ready to take full advantage of digital sales activities for deal-by-deal forecasting, predictive analytics, engagement analytics, and more.

"80% of all B2B sales interactions will occur in digital channels by 2025." - Gartner

Modern-Day Forecasting Platforms

Forecasting platforms developed before this rapid digitization are typically built only for sales leadership. They provide little to no value to front-line managers and salespeople who are still expected to use them. They are not structured for the new, collaborative nature of revenue teams and are unusable for anyone but those experienced in sales.

Forecasting platforms created for the digital era are far different. They unite revenue teams and entire organizations around a single pane of glass.

They are usable by everyone. Leadership, operations, front-line managers, and sales reps all derive the same value, share the same metrics, and get a common view of their goals. They also provide the context that teams need to truly understand trends that affect win rates, deal velocity, and effective and accurate forecasting.

The right platform can tell any role what is happening, why, and how it is being influenced, in just a few clicks. This lends itself to actual performance improvement in the form of less slipped deals, more won deals, hours saved, and greater selling capacity.

This will bring greater value for buyers of sales tech, reducing dependency on point solutions, for example."
**- Forrester**

The Convergence of Sales

Forrester expects a significant convergence of sales technology platforms in the near future. In fact, the convergence is already underway.

Meaning, the recent advancements in sales technology have led to a huge number of point solutions that are now expanding their feature set into other categories or are being acquired.

They state, "This will bring greater value for buyers of sales tech, reducing dependency on point solutions, for example." The forecasting vendor you choose must stand prepared for this convergence by offering beneficial functions outside of a traditional forecasting use case that your organization can utilize to increase the ROI.

How to Use this Worksheet

This worksheet contains some of the most crucial features and functions of a forecasting platform. You can weigh each of those features based on your organization's individual needs and then rate each vendor on their execution of that function. In the end, you will be provided a total score for each vendor, based on your weights and their ratings.
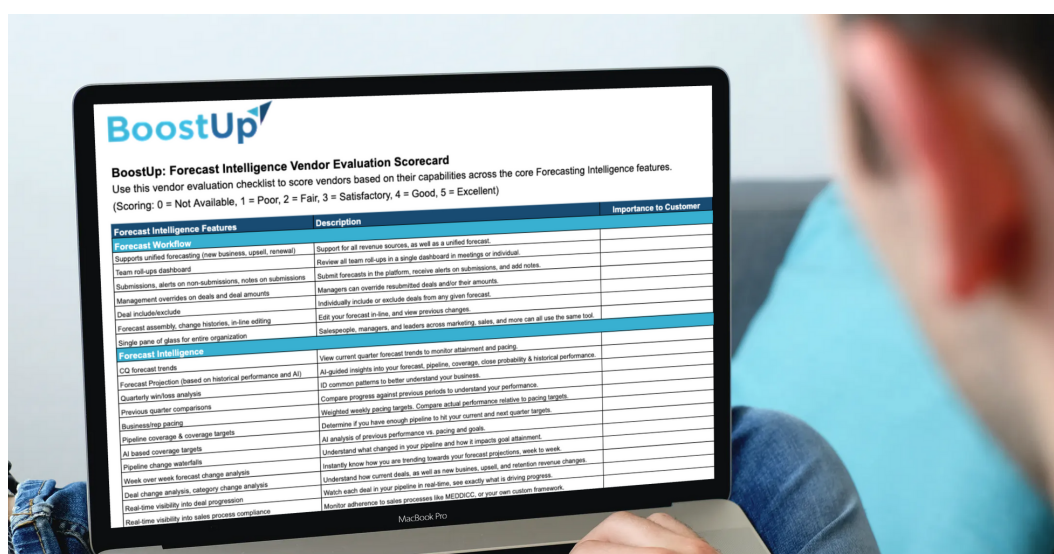
To Get the Full Spreadsheet, <u>Click Here.</u>

BoostUp is Here to Help

If you have any questions at all about forecasting platforms, forecasting intelligence, or revenue intelligence, we're here. Feel free to contact us at any time. BoostUp.ai is the next-generation platform for sales forecasting and revenue intelligence.

With BoostUp's revenue intelligence platform you build trust, standardization, and confidence in your forecasts while achieving 95%+ forecast accuracy and accelerating revenue growth.

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