



**See Less of your Sales Reps**  
Integrate Sales Forecasting and  
Admin from the field.

## An Integrated Business Use Case

### Executive Summary:

"Salespeople spend just one-third of their day actually talking to prospects."<sup>1</sup>

- Reduce sales rep office time by integrating remote access to applications, prospect, and product information.
- Increase business demand forecasting accuracy through Realtime integration of sales forecasts and key data and metrics

### Challenges:

- Increase sales productivity by reducing office and administrative tasks.
- Improve forecasting accuracy for reliable demand and financial predictability.
- sales operations teams to deliver "key decision-making data to executives"

"Just 28% of closed deals are forecasted accurately Close amounts are off by 31%... The bigger the deal, the more likely sales reps are to overestimate the outcome."<sup>2</sup>

1. Hubspot, [75 Key Sales Statistics That'll Help You Sell Smarter in 2020](#)  
2. [Resourceful Selling Why sales forecasting fails – and 13 ways to get better](#)  
[www.anintegratedbusiness.com](http://www.anintegratedbusiness.com)

# Helping Clients Become an Integrated Business

## Improve forecasting & productivity:

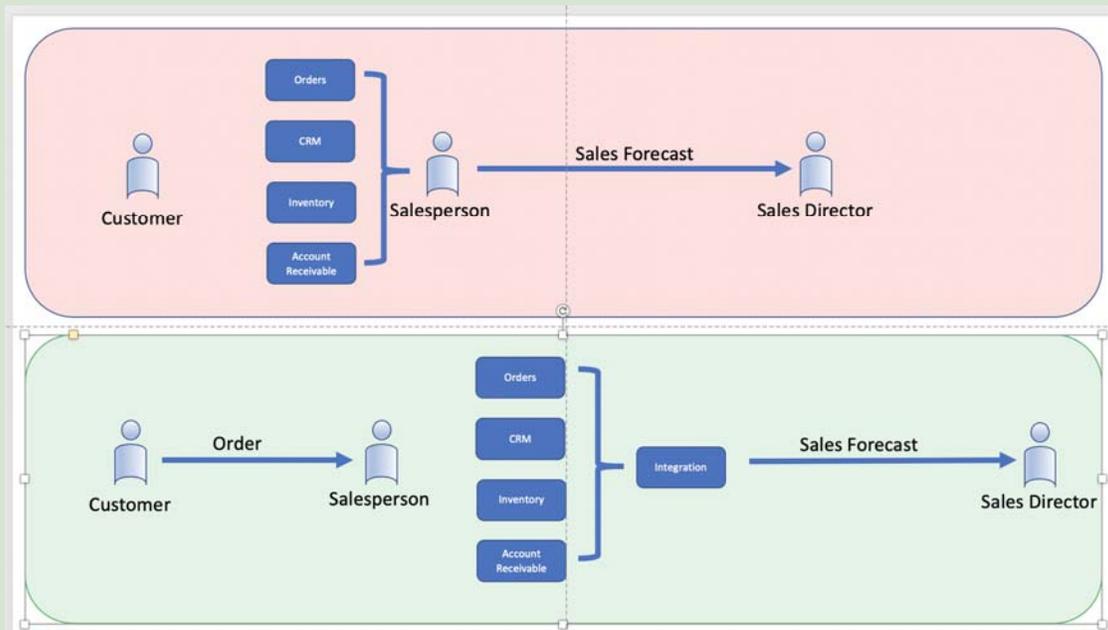
- Integrate Sales Tools (e.g. Spread sheets) with forecasting and management reporting systems.
- Provide easy access to new leads and collateral from systems.
- Streamlining access to customer and business systems from any device any place.

“In the absence of facts, anyone’s opinion is a good one. But usually, the highest-ranking voice dictates what decision is made.”<sup>3</sup>

## New approach to support sales reps:

“Most salespeople keep two separate records of their opportunities... one set on the CRM.. other set in a private spreadsheet.. the private spreadsheet is by far the more accurate.”<sup>4</sup>

- Integrate access to key information including customer, prospect, product and marketing information.
- Provide remote integrated access to reduce office time to key admin applications.
- Enable Sales Rep forecasts to be remotely integrated into company



Get started with an "[Integration Business Requirements Workshop](#)" with us and your business and IT teams.

3. Corporate Renaissance Group, [3 Steps to Improve Forecasting Accuracy](#)

4. Harvard Business Review, [Sales Teams Aren't Great at Forecasting. Here's How to Fix That.](#)