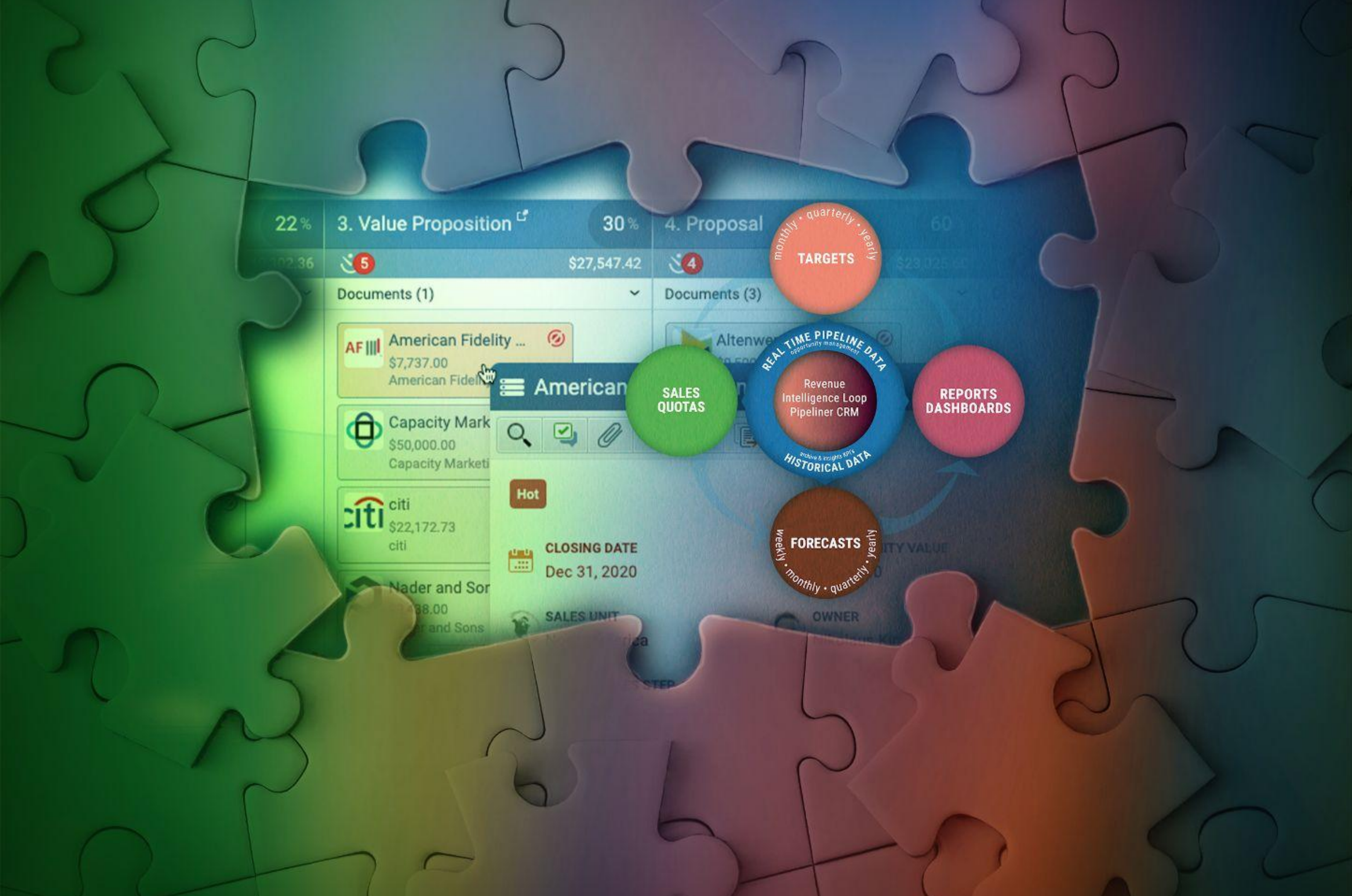
BOOKLET

Pipeliner's Groundbreaking Revenue Intelligence



by Nikolaus Kimla • CEO • Pipelinersales, Inc.

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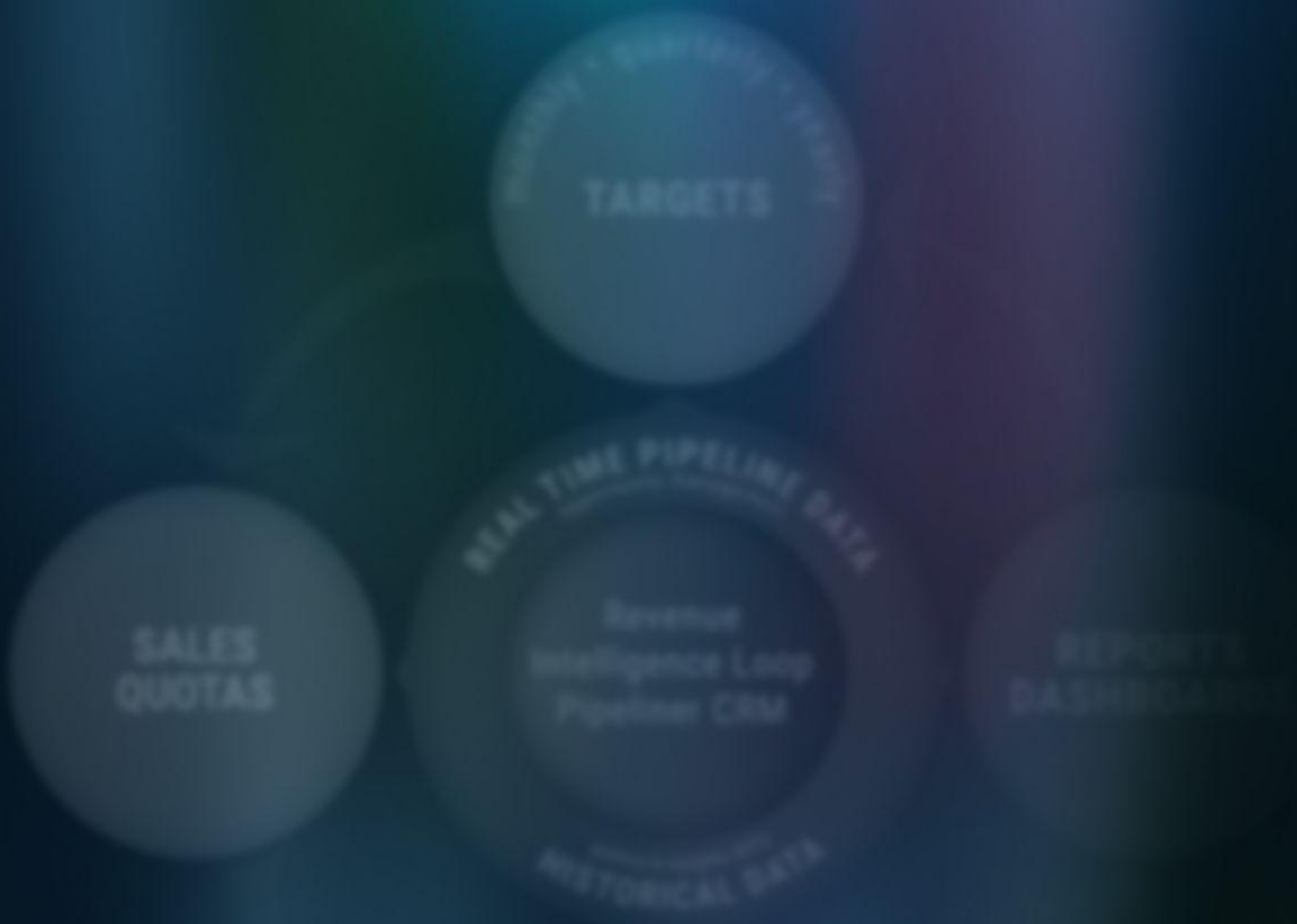


Chapter #1

Introducing the Pipeliner Revenue Intelligence Loop

„The three pillars of an effective revenue management system are analytics, marketing automation, and sales effectiveness.“

–Paddle

Introducing an unparalleled sales forecasting approach: the **Pipeliner Revenue Intelligence Loop**!

As humans, we not only want to have an idea of where we're coming from, but also where we're going. We're always engaged in a significant attempt to learn all about "what is next." An example is, during election times, everyone scrambles to learn about political outcomes. A lighter example is the love everyone has for the motion picture *Back to the Future*—McFly and the professor are able to return to a time in the past, knowing everything that is going to happen.

Defeating Uncertainty in Business

Of course, uncertainty is the main worry for anyone trying to analyze or forecast the future. This is nowhere more evident than in business.

Companies need to realize today that competition is becoming so fierce because competitors are becoming better at predicting their gross revenue. To succeed in this new competitive environment, every company needs to revolutionize its sales function management.

Why is prediction so vital in business? Because prediction secures company investments and decisions, based on past data. It is, therefore, crucial that historical data be accurately analyzed. When this isn't done, a company cannot accurately forecast and predict the future performance of the individual and the team.

Importance of Historical Data

In order to analyze historical data, a company must possess it to begin with. The more historical data a company has, the more accurate predictions will be.

It is for this reason that we generally market our Pipeliner CRM solution to companies with existing data. In order for data to be analyzed and for any accurate prediction to be made, a good couple of years of historical data is required.

Looking at our graphic above, you can see how this works in practice. Starting at the center of the Revenue Intelligence Loop, historical data is accumulated through sales management insights, KPIs and Archive functionality. These dynamic features provide *evidence-based predictions*. Ours is the first CRM in the market to make forecasting so precise.

Historical data must include combining leading and lagging indicators, which give you a full picture of your operation. Pipeliner fully incorporates leading and lagging indicators, giving you a holistic view.

As you can see in the graphic, this functionality coordinates with Pipeliner's real-time pipeline data within its opportunity management to guide the company to meet its targets and quotas.

Using KPIs to Set Goals

In addition, several different KPIs within historical data need to be understood for the targets and quotas to be accurately set. For example, you must understand your average deal size. If you are setting a goal of $25 million in revenue, with 30 salespeople and an average deal size of $50,000, you will easily be able to figure out how to achieve the goal.

Other KPIs—all of which are included within Pipeliner—include sales velocity, targets, win rate, forecasting, and performance insights.

New Expanded Target Feature

As you can see in the graphic, historical data is utilized in the setting of monthly, quarterly and yearly targets—and in this regard, Pipeliner now provides greatly expanded target functionality.

With the new function, you can create user or group targets. As you're setting the target, historical data is automatically filled in from KPIs of that individual or group—average deal size, win rate, average velocity, and the rest.

From this historical data, the target functionality will inform you of the target's validity. Are there enough opportunities in the pipeline for this target to be made? Is it a realistic target, or unrealistic? From this data, you'll be able to tell what actions are needed.

As you proceed through the sales period, you'll always be able to see how far away the individual or group is from achieving the target. This is a powerful tool for management—but it is also a tool with which the individual sales rep can take self-responsibility. They can see they don't have quite enough to fulfill a target, and take appropriate measures on their own.

Sales Management and Quotas

As you can see in the graphic, historical data is also used to set sales quotas. These are then assigned, depending on the sales structure of the company, to individuals, teams or territories. Pipeliner allows precise setting and assignment of quotas.

Forecasts

Once quotas are set, for the first time realistic forecasts can be created. These forecasts can be adjusted throughout the sales period to always remain accurate.

Reports

Pipeliner's robust reporting system empowers sales management through its dashboard and advanced reporting capabilities.

Regular precise reports can be made to company leadership, stakeholders, or others who require them. Now that company leadership can operate with accurate forecasts, these can be provided to investors. Accurate predictions mean everything, especially within larger companies—if a company predicts $35 million in revenue, and only $25 million is made, that's a loss of $10 million. In today's economy, even a small percentage of error is unacceptable. A set of solutions such as Pipeliner's Revenue Intelligence Loop can keep that from happening.

With the Revenue Intelligence Loop, we are now providing first-ever *evidence-based predictions,* and we have brought CRM back up to where it really should be, and what it was intended to be from the beginning. No longer will targets and forecasts be made based on guesswork. We've recently seen where lack of data and guesswork have taken us—simply look at the COVID disaster.

No more wishful thinking! «

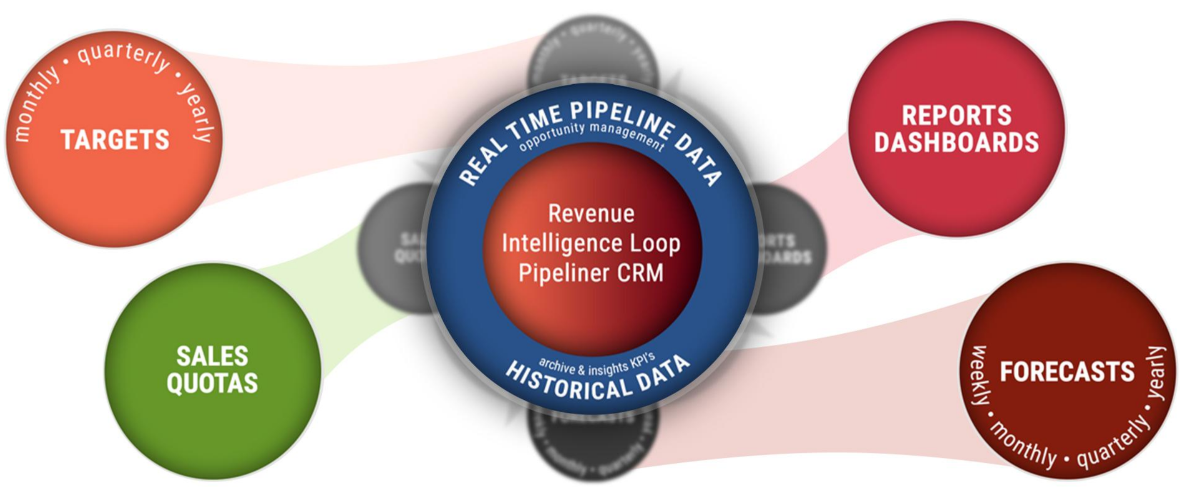
Chapter #2

Pipeliner's Groundbreaking Revenue Intelligence

„Companies that get confused, that think their goal is revenue or stock price or something. You have to focus on the things that lead to those."

–Tim Cook

Let's now take a deeper look at the Pipeliner Intelligence Loop, and the powerful functionality it can provide for you.



Revenue Intelligence

First of all, what can revenue intelligence do for your organization?

It allows you to greatly boost forecast predictability and accuracy—meaning no more spreadsheets and operating by “gut feeling.”

The rapid road to a closed sale is only through revenue intelligence. Revenue intelligence contains all that is required for your sales leadership to create accurate quotas and forecasts, and for your team’s pipeline management. It means predictable growth and instilling discipline regarding close dates, rating of deals and next sales process steps.

You can rapidly identify pipeline risks and opportunities, and instantly detect exceptions, changes and risks in the pipeline. Activities are connected to the pipeline, leads, and upsells. Leadership can easily manage rep efficiency and track goals throughout the sales process, and Pipeliner’s dynamic visualization allows you to uncover hidden coaching opportunities.

Through actionable insights, sales cycles are shortened and win rates are increased. Drill down for a full understanding of what is occurring with sales. Filter reports at granular levels.

Pipeliner’s dashboard and advanced reporting makes static, historical-only reporting a thing of the past.

Look No Further

Much of the robust functionality you find in Pipeliner is the kind you never find in an out-of-the-box CRM. You must either purchase very costly add-ons, or do without it.

Many of Pipeliner’s features can be found nowhere else, and are totally unique to Pipeliner.

Historical Data

You can see in the loop above that historical data is right at the center of revenue intelligence, combined with real-time pipeline data. This is the foundation that makes accurate quota and forecasting wisdom possible.

Without historical data, analysis will never be accurate. It is a problem that most companies face—either there is no historical data available, or it is inaccurate, so no real model can be created from it.

The Archive is a robust component of Pipeliner's historical data—something no other CRM offers. The Archive contains all deals, whether lost or won. Analysis can be conducted on reasons deals were lost or won.

For example, you can conduct an analysis for the year. You can instantly see the amount of revenue won versus lost, your win rate, and the average time a deal spent in the pipeline over the year.

All of Pipeliner's KPIs—created, won and lost amounts, the win rate, average velocity and sales velocity—can be utilized within the Archive to provide a complete picture.

Blended Data

Blending accurate historical data with real-time pipeline data is vital, for you can compare what goals have been attained alongside current progress.

Targets

Pipeliner's target functionality works both with historical and real-time data, so you can see if a particular target is even realistic.

Each target is broken down into how many leads are needed to make that target, the number of opportunities, opportunity sizes, length of time for opportunities, and more if needed. Targets are constantly updated as pipeline data is changed or added, so you always know how close you are to target achievement.

We'll have much more to say about our new Target feature in our next chapter.

Creating Forecasts and Quotas

From the created targets come sales quotas, so now let's examine Pipeliner's forecasting and quota functionality.

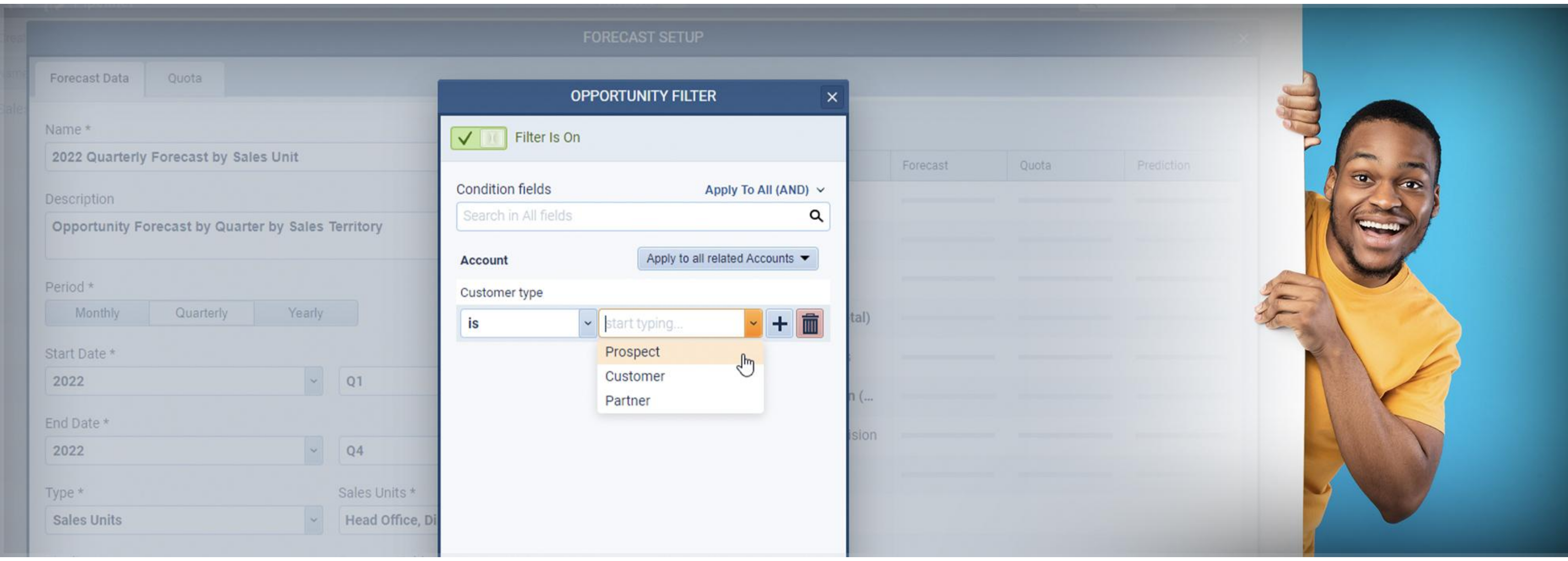
You use this functionality to plan revenue, and to review revenue that has already been gained, for users, units, products and product categories for any date period. You can utilize different views to drill down into different views, allowing you to interact directly with the displayed information. Create quotas and enter committed forecast values so that they automatically show up in user pipeline views.

Creating a forecast is easy but also powerfully flexible. You can forecast for users, sales units, products, product categories or accounts, and even organize your selections in a hierarchy. Different kinds of fields are available by the forecast type you select.

Your forecast date range can be the closing date, or for opportunities, or any other custom date that you have created, such as a project start date.

A selection of values is available for your forecast. The default is opportunity value—but you could select from many others, such as value (currency), count (or sum) based on a numeric field such as opportunity count, or product quantity.

You can also add a filter to your forecast. For example, you might want to limit your forecast to opportunities linked to prospects rather than existing customers.



Hierarchies

As mentioned earlier, you can forecast for users, sales units, products, product categories or accounts, and even organize your selections in a hierarchy. Using a hierarchy allows you to plan your forecasts to *roll up* from one type of record to another - for example, individual users to a sales unit (team) or from certain accounts to a user or from users to products. You can use up to 5 levels in a hierarchy.

Adding Quota Values

You can add quota values to your forecast. The overall quota can be split between individual salespeople, units or other types of entities such as products. You can even split the quota by past sales performance. The quota can be updated when needed.

Drilling Down

Pipeliner offers a variety of options for drilling down to data within your forecast. There are many ways to customize the way data displays and the way it is sorted.

When drilling down, you can also edit data, including making basic changes to the forecast data you first entered.

Forecast Sharing

Once a forecast has been created, it can then be shared. You can select and share the forecast with specific Pipeliner users on your team, or with all Pipeliner users.

It's All Here

Pipeliner's revenue intelligence provides all the powerful functionality you would expect from a full CRM application—without costly and complex add-ons. It's all here, right out of the box. «

Chapter #3

CRM Sales Targeting Has Never Been Like This

„Of course you want more revenue, but what good is it if it isn't predictable?"

–Aaron Ross

Our last chapter explored Pipeliner's incredible new Revenue Intelligence Loop functionality. This functionality includes a major new feature—our greatly expanded targeting component, bringing unheard-of flexibility, control and accuracy to sales targets.

With the new functionality, you can not only create and monitor targets for individuals, but for teams and sales units as well.

Target Type

In creating a target, you start with specifying a target type—created leads, qualified leads, or revenue. Because Pipeliner allows companies to have more than one pipeline in CRM (as companies naturally have multiple processes), you can specify the pipeline to which this target will apply.

We even allow you to take it deeper than that. You can filter exactly what type of sales you want to target—for example new, recurring or upselling.

The time period for the target can be week, month, quarter or year.

Historical Data

As we covered in the previous two chapters, quotas, targeting and forecasting can only be accurately accomplished with historical data. With this understanding in mind, when a target is named, Pipeliner immediately detects all existing relevant historical data and places it into the targeting data.

Once historical data has been populated into the target feature, the system will inform you how possible target attainment is, based on your pipeline progress to date. It will let you know how much of a challenge the target is, or if it is easily attainable.

You can then include data types of leads, opportunities, or both. A third data type that has never been seen in CRM is working time. A particular salesperson may work full-time or only be putting in 20 hours a week. How many vacation days does the salesperson take per year? How much sick time? The working time will affect the possibility of target attainment.

Another factor affecting target attainment is the lead conversion rate, and you can set this as part of the historical data. Other factors you specify are average opportunity size, win rate, number of opportunities closed in a given period, and sales velocity—the time it takes to close a deal.

Once historical data is imported and the above factors have been input and calculated, you can activate the target.

Target Progress and Drilling Down

With the target activated, you will then be able to consistently track its progress. The system will inform you, based on your lead conversion rate, how many more leads you will need to make the target, and how many opportunities based on your average opportunity size and sales velocity.

Target progress is visually displayed in a graph that shows the revenue needed throughout the target period, compared to the revenue as it is achieved, and the overall target progress.

The target feature shows you the value of opportunities currently in your pipeline—and here comes another Pipeliner exclusive, for you can then drill directly down and view all the different opportunities that make up that value. This is the data that places insurance and security behind your target decisions.

From the Pipeline View

The new target functionality reaches right out to the target that has always been displayed in Pipeliner's pipeline view. The target data which has been set up behind the target "takes over" and adjusts the target shown in the pipeline view.

Self-Responsibility

A core principle behind Pipeliner CRM is bringing self-responsibility to the salesperson. Our new expanded targeting functionality certainly supports that principle, for the salesperson can look over the visual presentation and readily say, "Wow, I can do this!" or "Okay, I have to work to beef this up." or "I have to change something." The rep may need to get out and visit some prospects or customers, or work with Marketing to get a marketing campaign in action.

It's similar to a person's desire to lose weight. They jump on the scale and can instantly see how much they weigh and how much they need to lose to reach their target weight. With Pipeliner's expanded target feature, a salesperson instantly sees how well they're proceeding toward a sales target and what needs to happen for them to make it.

Sales targeting has never been like this! Pipeliner once again brings functionality never before seen in CRM.

P.S. Just as a hint for the future, we're not stopping here. While this new targeting functionality, as we're introducing it now, is only for managing pipeline opportunities and closing deals, this technology will be available for many other tasks and functions in the future. «

ABOUT THE AUTHOR

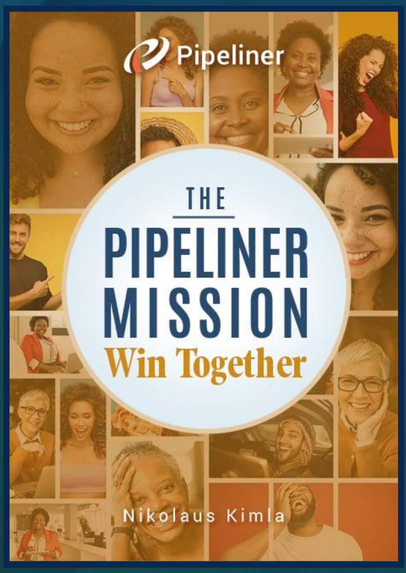
NIKOLAUS KIMLA

A 30-year veteran of the computer industry, Nikolaus Kimla has founded and run several software companies. He and his company uptime iTechnology are the developers of World- Check, a risk intelligence platform eventually sold to Thomson Reuters for $530 million. He is the founder and CEO, developer and publisher of Pipeliner CRM, the first CRM application aimed squarely at actually empowering salespeople and sales management.

Also a prolific writer, Nikolaus has authored over 100 ebooks, articles and white papers addressing the subjects of sales management, leadership and sales itself.

Related Ebooks

Pipeliner CRM - The Concepts Behind The Features



The Pipeliner Mission: Win Together

Sales Management Through Pipeliner CRM

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The Better CRM › Built for Sales, Used by Sales!

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