How to Achieve Predictable Revenue Growth with a Winning Forecasting Strategy

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Introduction

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Brad Rosen
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G2 Crowd
Leaders are rapidly embracing G2 Crowd, the leading B2B review platform.

- 2 Million Unique Users/Month
- $45M Funding
- 500,000+ Verified Reviews
- Customers Include 1,500+ Leading Brands
Revenue operations idealistic world

Marketing / BDR + Sales = Predictable Revenue
Forecasting isn’t a science

79% Of companies miss their forecast by 10% or more
Forecasting using intuition

47%

Of salespeople are too subjective

Underprojecting

or

Overprojecting
Making forecast submissions easy
How is it possible to be more accurate?

**Technology** has created the ability to make predictions more accurate through AI and trend analysis.

**Process** ensures clean data for accurate output from these tools.
Benefits to the process

Accurate Projections

Coaching

Sales + Marketing Alignment
Your path to predictable revenue

1. Drive alignment amongst sales and marketing leadership
2. Document and abide by a formal process
3. Integrate tools for AI and automation
4. Track improvement and iterate where necessary
Questions?