

A New Revenue Intelligence Standard Is Shattering Status Quo Thinking

THE STATUS QUO HAS BEEN LONG, INEFFICIENT PLANNING CYCLES

The two top challenges preventing leaders from hitting growth targets:



Technology

90% lack real-time insights into current inefficiencies

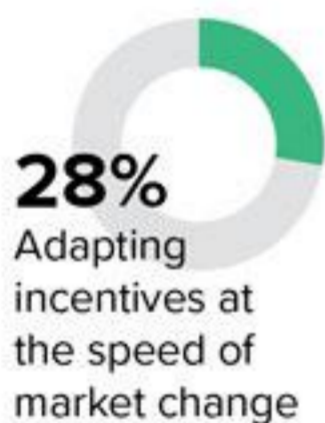


Business

71% cannot pivot incentive and compensation management as needed due to long, inefficient quota- and territory-setting cycles

MOST LEADERS STRUGGLE WITH PUTTING DATA AT THE HEART OF REVENUE OPERATIONS

Few decision-makers feel their firms are very effective at:



LEADERS TURN TO REVENUE INTELLIGENCE (RI) TO ENABLE CONTINUOUS PLANNING

No. 1 benefit of leveraging an automated sales performance management solution:



Enabling continuous planning and optimization

54% (those with a solution implemented)

57% (those planning to implement a solution)



REVENUE INTELLIGENCE IS GAINING MOMENTUM

RI helps leaders harness the power of insights across a range of revenue-generating events. As buyers' evolving needs and post-COVID-19 realities become clearer, leaders must deepen customer relationships, improve team collaboration, and leverage insights to advance and win deals.*

Base: 352 B2B global sales, line of business, and finance professionals from large enterprises
Source: A study conducted by Forrester Consulting on behalf of Xactly, April 2020
*Source: "The Forrester Tech Tide": Sales Technologies, Q1 2021," Forrester Research, Inc., February 16, 2021.



Read the full study



Or watch the webinar