

OPPORTUNITY-TO-CLOSE PLATFORM

Sales Analytics Capabilities Overview



Very few sales teams have an easy time calling the number or predictably hitting it. Somewhere between identifying a solid prospect and getting them to sign, the end-to-end sales motion is stalling out for many sales organizations. Better sales execution and more predictable sales outcomes depend on getting a handle on the opportunity-to-close (OTC) process that starts with a sales rep qualifying a lead into pipeline and ends when the deal gets signed.

Close More Deals, Predictably, With Clari

Clari's end-to-end Opportunity to Close platform drives accurate forecasts and shows sales teams where to focus to close more business, faster.

PIPELINE INSPECTION

Clari gives sales managers instant insight into which deals are moving, stalled, or at-risk, so limited 1:1 coaching time can be spent on key opportunities.

FORECAST MANAGEMENT

Clari transforms the way forecasting is done, so sales execs can always spot risk in their forecasts and get the team back on track.

OPPORTUNITY MANAGEMENT

Clari helps sales reps focus on the right deals — with more time spent selling and less time on administrative tasks.



clari

Delivering Unique Insights into the Opportunity-to-Close Process

At the core of Clari's OTC platform are unique sales analytics capabilities. These capabilities are powered by Clari's artificial intelligence and advanced data science engine that is purpose-built for the Opportunity-to-Close process. It is designed to provide sales teams with a complete picture of both real-time activity and historical patterns for opportunity management, pipeline inspection and forecasting by analyzing human behavior and identifying patterns found in CRM, email, calendar and other business systems.

As a result, sales reps have unprecedented insights to focus on the deals most likely to close or slip, managers immediately spot pipeline risk and hidden upside deals, and senior-level executives can forecast revenue to the C-Suite with confidence.

These analytics capabilities include:

CLARI PULSE

Sales leaders use it to monitor the health of the quarter, track key sales performance indicators and understand what's driving change week-over-week.

It serves as the EKG of the business, providing real-time outlook of the health of the sales effort at any given moment during the quarter so teams are not caught off guard and can course correct to reach the desired sales performance outcomes.

With Clari Pulse, you can answer questions such as:

- How is the quarter progressing week by week?
- How is our forecast call evolving against the quota?
- How accurate is our forecast projection?
- Are we meeting linearity goals?



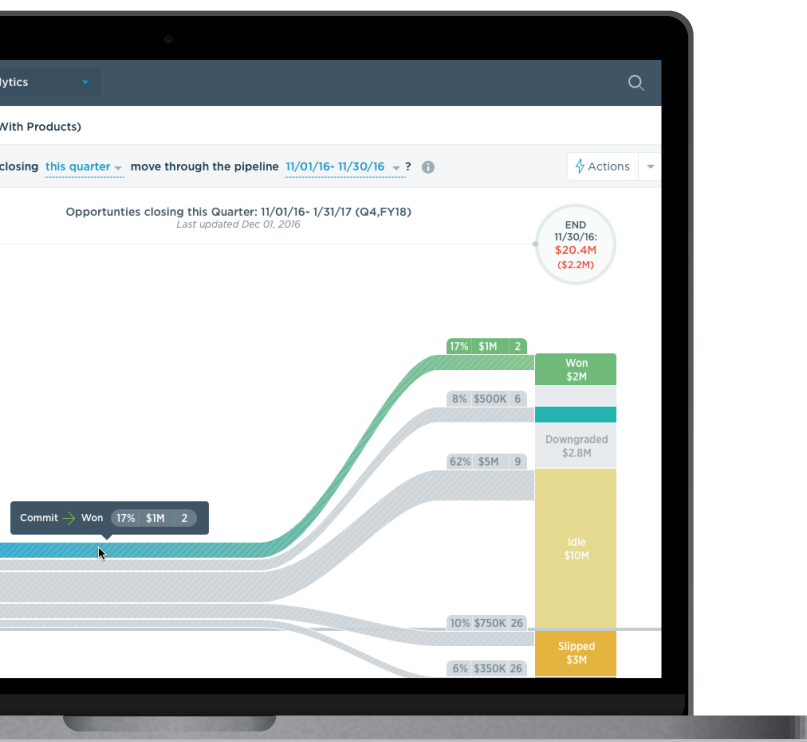
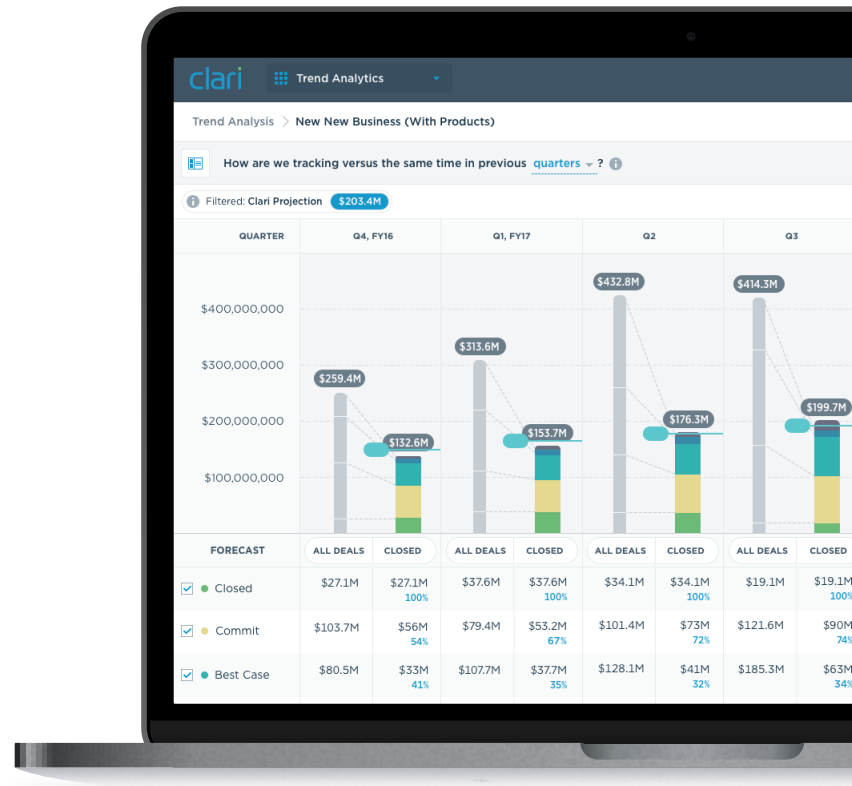
CLARI TREND

Provides a point-in-time detailed forecast projection of where sales teams will end the quarter.

Leveraging past performance and conversion rates, Clari Trend delivers a data-driven prediction so sales executives can pressure-test their team's call and provide better coaching to drive forecast accuracy.

With Clari Trend, you can answer questions such as:

- Where are we likely going to end the quarter?
- Do I have enough pipeline to hit my number?
- How are we doing compared to previous quarters performance?



CLARI FLOW

Gives sales teams full visibility into any change in the pipeline across regions, sales reps and time periods.

Understand deal movement, how much pipeline was closed, what deals slipped or what part of committed deals did not move.

With Clari Flow, you can answer questions such as:

- How are deals flowing at any given time period?
- Where do I have deal slippage and why?
- What deals can I pull into the quarter?

Additional Insights

Clari's sales analytics functionality includes a host of other insights that help sales teams make better decisions throughout the OTC process.



OPPORTUNITY SCORING

Predicts a deal's likelihood of closing to help show which deals are on track and which are at risk. Sales teams can identify where there's opportunity to pull deals into the quarter and which deals should be pushed out into next quarter.



ACTIVITY ANALYTICS

Provides visibility into deal progress by tracking rep and customer activity, and analyzing data signals from multiple sources. Sales managers can quickly get a handle on how many emails, meetings and documents are flowing back and forth to gauge prospect engagement and the actual status of deals.



DASHBOARDS

Gives easy access to customizable views of the most relevant key performance indicators (KPIs) and insights for any given Clari user from managers and execs to sales ops and individual reps.



With Clari, the narrative on the sales calls has moved from "what the hell happened" to "what is about to happen".

Yamini Rangan

Global Head of Revenue Excellence & Operations



As a growing global business, we wanted a more efficient sales process and enhanced visibility into our pipeline. Clari provides our entire sales organization with valuable insights and analytics that show both where we're going and how to get there.

Tom Ellery

SVP of WW Sales



Hewlett Packard Enterprise

With Clari, I have a data-driven lens showing me areas where beating street expectations is at risk – whether I'm drilling into reps and deals or looking across territories and quarters.

Chris Klapprott

WW Sales Finance and Operations