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The AI platform transforming sales execution — **from opportunity to close**

Calling and hitting the number is hard

Very few sales teams have an easy time calling the number or predictably hitting it. Half of sales teams report less than 50% of reps achieve quota (and not for lack of trying!) so it's not surprising that most sales organizations have a really hard time forecasting.

In fact, the most cited pressure faced by four out of five sales leaders is unexpected slippage of committed deals out of quarter. This predictable unpredictability in calling the quarter is underscored in research by SiriusDecisions which found that nearly 80% of sales organizations aren't able to forecast within 10% of where they eventually land, even when they're just 30 days away from end of quarter.

With all the tools and data available to the modern sales team, how can so many continue to fall so short of forecast? Let's a take a closer look at what's happening as your company engages a potential buyer.

50%

of sales orgs report less than 50% of reps achieve quote

80%

of sales organizations aren't able to forecast within 10% of where they eventually land

Opportunity to Close:
The Weak Link

Earlier in the buyer's journey, marketing is running programs and leveraging systems like marketing automation to reach the right audiences to drive quality leads into the pipeline **(Lead to Opportunity)**.

In the later stages, supporting teams including sales ops are effectively streamlining (with the help of purpose-built apps) how deals get priced, quoted, contracted, and fulfilled **(Quote to Cash)**.

But, somewhere between identifying a solid prospect and getting them to sign, the end-to-end sales motion is stalling out. That weak link is the set of processes that needs to take place to successfully close a deal from the moment sales accepts qualified opportunities into pipe **(Opportunity to Close)**.

Better sales execution and more predictable sales outcomes depend on getting a handle on your **opportunity-to-close (OTC)** process which involves revisiting:

- **How your team prioritizes and works your high value accounts**
- **How your reps manage their deals from the moment they enter the pipeline**
- **How your managers get visibility into the true health of deals in pipe**
- **How your sales leaders manage the forecast and call their number**

END-TO-END SALES MOTION

LTO   **OTC**   **QTC**

OPPORTUNITY
TO
CLOSE

LEAD
TO
OPPORTUNITY

Easily target and optimize campaigns to increase lead volume and quality.

Are reps focused on the right accounts?

Are they managing deals effectively?

Which deals are stalled, or at-risk?

Are we going to hit our number?

QUOTE
TO
CASH

Simplify and streamline configure, price, quote to accelerate contract process.

CRM PROSPECT / CUSTOMER DATABASE

Identifying What's Broken

To identify where things may be going off the rails during the OTC process, let's take a look at what's happening from the perspective of some of the key roles on any sales team

SALES REP

Reps chase opportunities that don't close and struggle to keep deals up to date in CRM. This leads to a major data quality problem and hurts productivity.

SALES EXECS

CROs, CFOs, CEOs are forced to call their number based primarily on what they're hearing from the team which creates major forecast accuracy concerns.

SALES MANAGERS

Managers have little visibility into deal progress or rep activity and spend time chasing reps to get a handle on the true health of the pipeline.
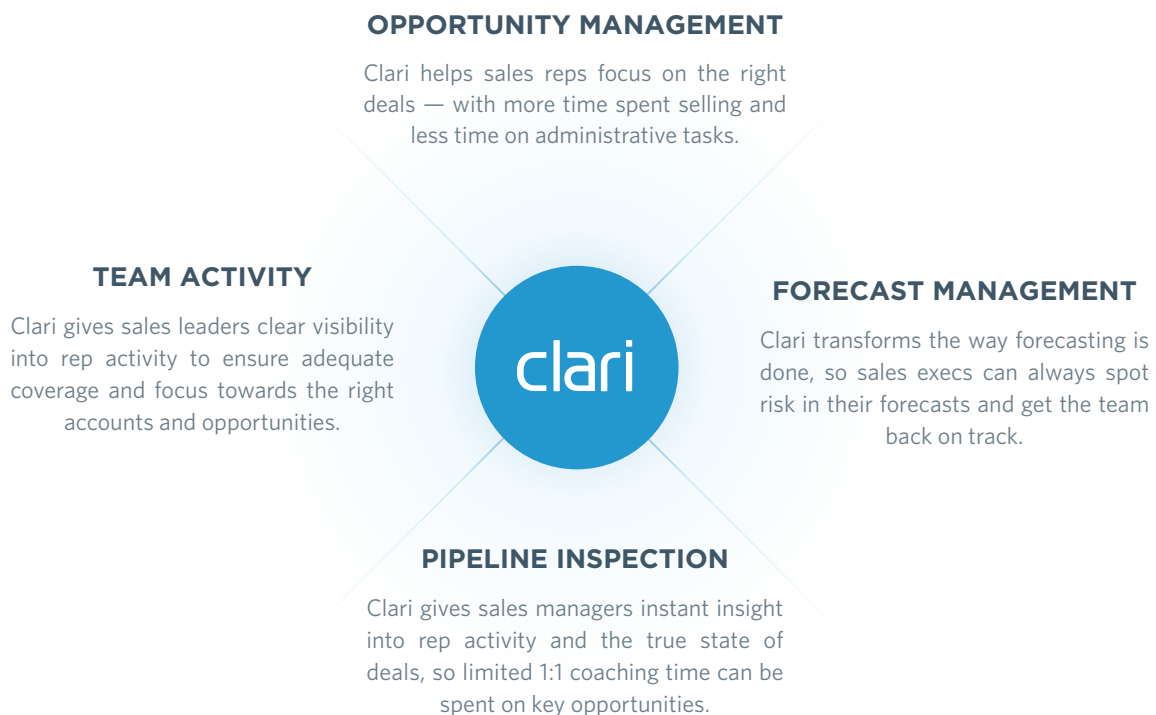
SALES OPS

Sales ops are bogged down in a cumbersome forecast roll-up process and reporting fire-drills which keep them from investing in higher impact initiatives.

In short, the team struggles with focus, decision making, and effective sales execution.

DRIVE BETTER SALES EXECUTION AND MORE PREDICTABLE OUTCOMES

Powered by AI, the Clari platform gives execs confidence in the forecast, makes sales managers better coaches, and puts sales reps in position to crush their numbers. Clari also liberates sales ops from forecast roll-ups and reporting fire drills.

OPPORTUNITY MANAGEMENT

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

TEAM ACTIVITY

Clari gives sales leaders clear visibility into rep activity to ensure adequate coverage and focus towards the right accounts and opportunities.

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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.

PIPELINE INSPECTION

Clari gives sales managers instant insight into rep activity and the true state of deals, so limited 1:1 coaching time can be spent on key opportunities.

HOW CLARI WORKS

Our end-to-end sales execution and forecasting platform is built on a strong foundation of AI applied against a broad range of activity signals

HARVEST

Clari automatically captures activity data – not just CRM data, but email, meeting, and file activity too — and log it back to CRM.

ANALYZE

Clari applies advanced machine learning and AI to surface predictive insights about reps, deals, pipeline and the forecast.

DELIVER

Every member of the sales org gets unique visibility so reps can focus on the right deals, managers can identify pipeline risk and execs can forecast with confidence.

MARCUS BRAGG
CRO

*At an executive level, **Clari gives you a pulse on the business** that you couldn't get any other way.*

MIKE DECESARE
CEO

*Clari provides **new visibility** into the sales execution process that is unparalleled.*

LOU SERLENGA
VP of Sales

*With Clari, we have experienced a **5x increase in forecast simplicity, speed and accuracy** across every single region around the globe.*

YAMINI RANGAN
Global Head of Revenue Excellence and Operations

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

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The most successful sales teams run on Clari, from opportunity to close. Industry leading companies like Box, Juniper Networks, Symantec, Okta, Palo Alto Networks, and Hewlett Packard Enterprise use Clari's AI platform to drive forecast accuracy and show their sales teams where to focus to close more business, faster.

For additional information, visit us at Clari.com or call (650) 265-2111.