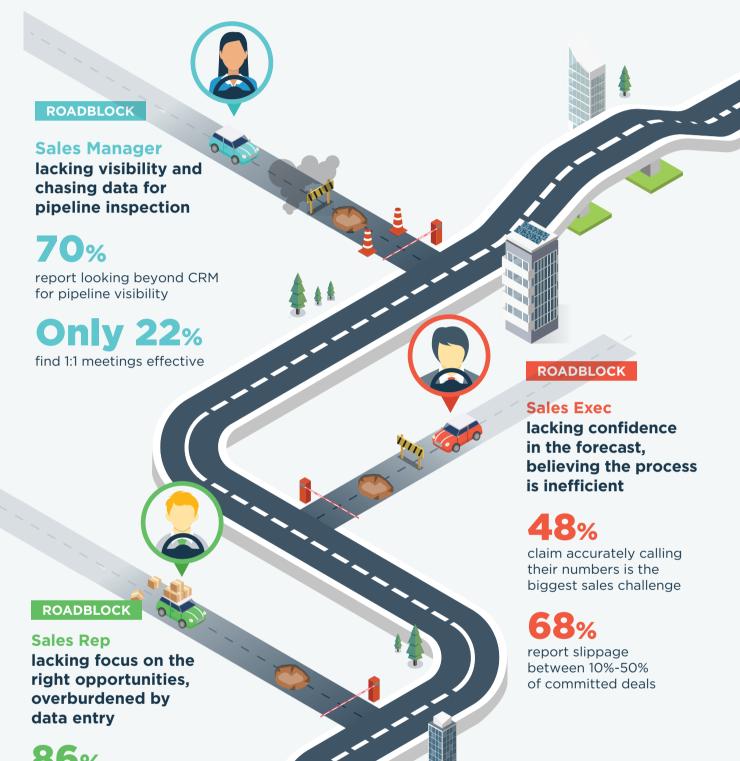
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## Steering the Opportunity-to-Close Process:

Identifying Roadblocks for Sales Teams

Somewhere between identifying a solid prospect and getting them to sign, the end-to-end sales motion is stalling out for many sales organizations. Based on our recent research study\*, here are the top obstacles your sales team may face throughout the opportunity-to-close (OTC) process.



of respondents have

less than 70% of reps who made quota in 2016

38%

say reps aren't spending enough time on the right opportunities

> 67% believe predictive and

artificial intelligence (AI) will drive better sales execution

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## To learn more about all the ways you can improve OTC, please visit: Clari.com/OTC

\* The data portrayed in this infographic is based on our "Steering the Opportunity-to-Close Process: 2017 Sales Benchmarks and Trends" research study which explores how companies approach Opportunity-to-Close (OTC) today.

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