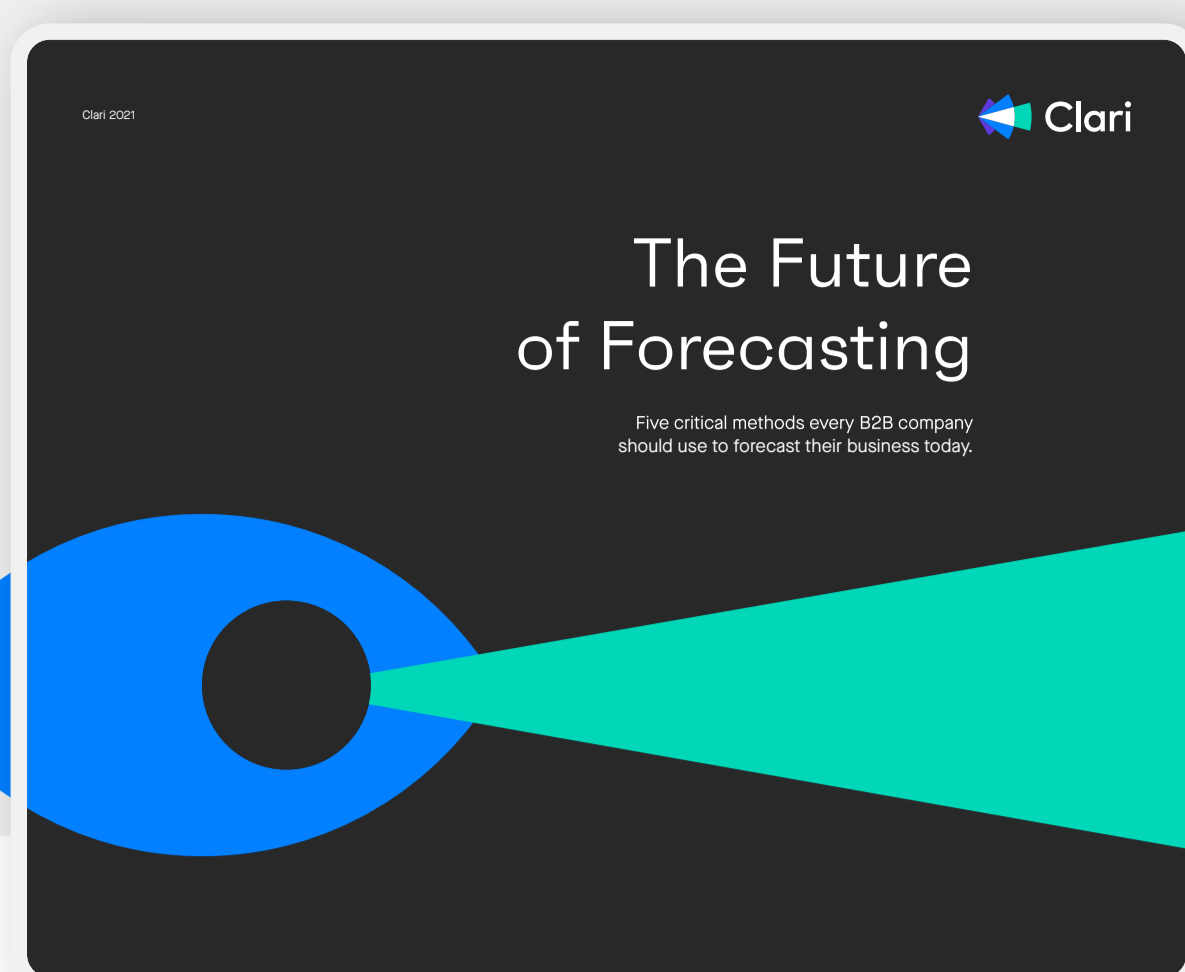


The Future of Forecasting

Five critical methods every B2B company should use to forecast their business today.

[Download the ebook](#)



Forecasting is not just a number. It's the heartbeat of your revenue operation. With the right tools, forecasting can be seamless. Key methods to leading an organization with predictable revenue:



1. Will you hit or miss your quarter?

Understanding the risk and opportunity in your deals is key to hitting your numbers with confidence. Clari allows you to mitigate risks and identify opportunities by:

- Triangulate your forecast call among you, your team, and AI
- Do a deep dive inspection of key deals
- View how deals have moved through the pipeline
- Inspect slipped deals to find opportunities



2. Do you have enough pipeline to hit your future goals?

Pipeline is the basis for your future success. Clari gives you the visibility you need to align with marketing on pipeline:

- Create a single source of truth around the current pipeline
- Suggest pipeline size needed to hit goals based on historical data
- Align sales and marketing around the top deals that need support
- Segment the data to view engagement



3. How well is your business driving net retention?

Clari gives you insights into renewals and potential churn:

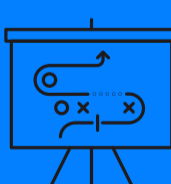
- View top renewals for the quarter and where they stand
- Compare net retention and renewal rates across your territories/teams
- Inspect at-risk opportunities for potential mitigation
- Check for CSM engagement with the right stakeholders



4. Are you filling whitespace across your accounts and products?

Upselling your current accounts drives growth. With Clari, you can identify whitespace in your accounts:

- Segment your current accounts by product to identify upsell opportunities
- Sort data by propensity to buy
- Forecast by product with weekly and monthly views
- View open pipeline for new product offerings



5. Is your go-to-market strategy working?

Clari allows you to track your top accounts to ensure your strategic plan is working:

- Know where your team is spending their time
- Strategize with the go-to-market team on key accounts
- Create lists of deals that are stalled or single-threaded for increased attention
- Understand activity across dozens of different business systems, including email, calendar, CRM

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