

# Building Business Resiliency: How to Channel Your Inner CEO



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## BUILDING RESILIENCY: THE STRATEGY FOR A NEW NORMAL



Today's businesses are under immense pressure to minimize costs while maximizing profits. Now, even in the midst of historic uncertainty, growth leaders must make real-time, strategic decisions to keep their organizations on track, while at the same time attempting to plan and forecast for the ever-changing future.



But, 55 percent of sales leaders do not have high confidence in their forecasting accuracy and 53 percent rely on gut instinct and doing things the way they've always been done.<sup>3</sup>

Why? They're stuck in the status quo. Many still rely on manual processes and gut feelings. Consequently, these leaders ignore data-driven insights and dismiss the benefits of automation.<sup>2</sup> The way of the future will be intelligent revenue performance. Companies that aren't able to optimize their business operations will be left behind.

Leaders are joining a growing movement that empowers them to become profitable and resilient in every situation. This movement is called [Intelligent Revenue](#).

## USING DATA TO FUEL REVENUE OPERATIONS (REVOPS)

Intelligent Revenue uses the right data to motivate sales teams, predict revenue, and improve profitability. It is a vital tool for revenue operations, which attempts to consolidate operational silos that have historically existed between marketing, sales, and customer success—the business functions closely tied to revenue.

By eradicating these silos, unifying data streams, and boosting transparency, RevOps helps decision-makers seamlessly integrate data and overcome fundamental distrust. This gives leadership visibility into sales strategy traditionally ruled by manual processes.

# THREE WAYS REVENUE LEADERS ARE EMBRACING DATA IN THE DECISION-MAKING PROCESS



## 1. ERADICATING ORGANIZATIONAL SILOS

Traditional plan design separates departments and their leads. In sales, this means leaders report to their Chief Revenue Officer. Once a deal closes, the new client is in the hands of the customer success teams. These two departments operate entirely in silos. Because of that, there's a risk of miscommunication or duplicative work.

Compartmentalized operations prevent business leaders from viewing the full picture. Because of that, they are unable to make decisions that best serve the entire organization. This perpetuates distrust and further hesitation.

To embrace data across the organization, departments must work together to enforce efficient communication. Businesses with unified RevOps models develop cohesive strategies and common goals that equally consider input from numerous departments, creating a more accurate, trustworthy decision-making process.

## 2. UNIFYING DATA STREAMS

Even after bringing departments together, organizations can fall short when setting financial goals. **As a result, companies miss their numbers because their revenue funnel is missing a key component: the ability to capture data effectively.** Right now, individual departments use their own data to make crucial decisions or set forecasting goals. However, data should be viewed holistically. Instead of using multiple platforms and tools across each team, teams should compile and analyze data together. This gives leaders greater visibility by uniting data streams in one platform to view the health of their sales organization.

**Businesses using Intelligent Revenue Solutions see more accuracy and predictability in their forecasts. For example, since adopting Xactly's forecasting solution, Balto AI has achieved:**

**100%**

increase in total contract value

**13%**

increase in wins quarter over quarter

**87%**

Sales pipeline accuracy improved by 87%, giving them the ability to target better

**< 2mos**

Shortened its sales cycle to under two months

To learn more about Balto AI and the company's achievements, [check out their full story.](#)



### 3. PUTTING TRANSPARENCY AT THE HEART OF BUSINESS DECISIONS

Transparency is at the root of any trusting relationship. Full visibility in business operations drives more trustworthy, strategic insights. But some professionals may fear that data discredits their own instincts. Being in an industry where [relying on gut instinct](#) to “call the ball” has been a point of pride, many sales professionals express hesitancy to utilize data for fear it could reveal when their gut is drastically off. Technology allows leaders to combine their gut instinct with artificial intelligence for accurate and reliable results.



Using data-powered solutions is gaining traction across a wide variety of companies and verticals. According to Keith Robinson, Head of Inside Sales at MetaCompliance, a Cybersecurity firm based in the UK,

**“Without Xactly Forecasting, calling your number is just a guessing game. Using the product, we’ve been able to increase our sales forecasting accuracy to nearly 100%. We’ve experienced extreme growth as an organization, and Xactly Forecasting has been able to support this expansion.”**

**SIMPLY PUT: DATA UP-LEVELS BUSINESSES.** Relying on unified and accessible data to inform decisions empowers business leaders to provide full transparency in their decision-making process and build trust among colleagues. Leaders can track their decisions back to specific analyses and data points. This boosts transparency and builds trust and confidence not only in the data but in the organization itself. Through creating and fostering communication among departments and creating an interconnected data pool, data complements any leader’s core goals—to help their business and employees succeed.

### TAKING SALES DATA ONE STEP FURTHER: ARTIFICIAL INTELLIGENCE (AI)



AI/ML, when used correctly, can provide a huge competitive advantage—especially for sales teams. Data, and the predictive insights that can be drawn from it when paired with AI, have opened up a new world for organizations looking to optimize current sales plans.

AI aligns your sales team around a single source of truth. It then uses your data to uncover strategic insights to inform decision-making and planning throughout the entire year.

## CONSIDER THIS SCENARIO

There are a number of ways AI/ML sales technology can help not only plan accordingly in hiring but also be proactive in rep retention.

- ▶ Ramp: Sales leaders often complain about the desire to understand how long it takes a new rep to be fully ramped. By analyzing historical data indicators, AI can analyze relevant historical data and provide recommendations.
- ▶ Job Satisfaction: AI can also identify the underlying issues that cause sales reps to become frustrated or unsatisfied at their current position.
- ▶ Sales Rep Attrition: AI algorithms predict future attrition risk among sales reps, giving companies the opportunity to take preventative steps before losing a high performer.

Leading companies are quickly realizing that the more insights they gain around their sales teams, the better their performance and ability to reach their revenue targets are. It's why more than 80 percent of companies took some action to accelerate their digital transformation in the past year alone, according to Dell Technologies.<sup>4</sup>

When you apply AI/ML, you gain a competitive advantage and can identify hidden opportunities to improve your sales planning and for your team to succeed. This is why AI is so much more than a buzzword for sales. It's a necessity to have a data- and AI-driven approach to planning sales territories, quotas, and compensation. This takes the bias out of the question by leading with objectivity.

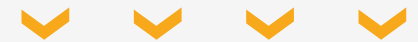
## DOES AI MAKE SENSE FOR YOUR TEAM?

Start by looking at broader organizational goals and weigh options carefully. Steps taken towards digital transformation in sales pay off down the line. Look at AI through the lens of business capabilities rather than technologies. Broadly speaking, AI supports a variety of important business needs, such as automating business processes, gaining insight through data analysis, and engaging with customers and employees.

The impact of these valuable performance insights is a game-changer for sales and revenue leaders alike. Presenting insights through dashboards highlighting leading data-driven indicators gives leaders fast, easy access to the data and helps the organization run more effectively and efficiently.

Recent advances in AI technology for sales teams [lift retention](#), [improve employee engagement](#), and up-level performance. Sales leaders should cut through the confusion and challenge the status quo in order to weigh the true value of AI.

## CONSIDER THE POTENTIAL BENEFITS OF AI IN RETENTION.



It can cost almost **\$115,000** to bring on a new sales rep, but by leveraging AI to predict which reps have a high probability of leaving the company, as well as identifying pain points driving this decision, **companies can help keep high performers on the roster.**<sup>5</sup>



With the promise of speed, ease, and cost optimization, AI is one of the most significant pieces in an organization’s digital transformation. Because it helps to simplify complex processes and systems, AI allows companies to become more innovative, flexible, and adaptive. In time, intelligent technologies will completely transform how companies do business.

## PRESSING THE STRATEGIC RESET BUTTON: HOW TO REIMAGINE YOUR BUSINESS

The pace of change is accelerating, and leaders are engaging in metamorphosis by modernizing and optimizing the technology and processes associated with intelligent revenue.



To truly stay ahead in the fast-paced, competitive sales environment building a business that can stay strong regardless of changes to the market, a reduction in resources, disruptions to the supply chain, or any other number of business challenges. They must leverage digital technologies to create or modify business processes in order to meet constantly changing needs and adjust to the market.

This mentality and strategy allow leadership teams to unlock new, sustainable avenues for revenue growth. Executive alignment around business priorities has enabled revenue organizations to operate in a truly symbiotic way. Sales leaders can now turn data into strategic insights, which allows them to meet their goals.

Let us show you how using data to build a resilient business can open new doors and drive revenue growth. [Schedule a demo](#) today with an Xactly expert!



Xactly has helped thousands of companies and millions of sellers around the world beat their revenue targets. Using the Xactly Intelligent Revenue Platform, leaders look past the current quarter to create revenue streams for long-term growth. It is the only solution that aligns seller behavior with boardroom strategy to create a resilient, predictable and profitable business.

To learn more about Xactly and the latest issues and trends in intelligent revenue, follow us on [Twitter](#), [Facebook](#), and subscribe to our [blog](#).

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