Fixing Sales Forecast Inaccuracy with CAI (Controlled Artificial Intelligence)

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Why are Sales Forecasts always wrong?

Salespeople are requested by the Company to enter their opportunities (meaning new potential sales) into Salesforce's™ CRM system. Their job is to keep the Sales Process organized and enter in data through each stage (meaning Opportunity Stage) as defined by the Company.

The Company leaders are the individuals like VP of Sales, CFO, etc. who manage the Sales Team. They are responsible for the health of a company along with company growth. They understand what it takes to complete a Sale and they are responsible for defining the Sales Process into Salesforce for the product or service they are providing.

Salespeople are then responsible for keeping this sales forecast up to date. A Salesperson guesses what the sales forecast should be based on their knowledge of the buying process and the customer within this stage. Unfortunately, this is the part of the process where failure begins to happen due to the subjectivity in guessing and the human emotion involved. Due to this factor, all Salespeople are different in how they think things are going to happen and forecast mistakes occur that affect revenue goals for companies. Ultimately, Companies lose money when Salespeople make wrong predictions on Forecast Probabilities, Closing Dates, etc. When mistakes occur the Sales Leaders are held accountable for their team and investors often won't invest.

Salespeople also only enter 40% of their activity into Salesforce and managers spend 50% of their time fixing inaccurate forecasts and poor opportunity management from their Sales Team. This problem exists because Salespeople don't see the value of entering data into Salesforce and there is no easy to use tool for Salespeople simply to collect objective data that lays out the company's expectations within Salesforce and most other CRM systems.

Until now, Salesforce CRM did not have a tool that addresses the above issues to help business leaders determine a forecast model that guarantees accuracy. The reason, Salesforce does not want to be responsible for predicting outcomes for company sales.
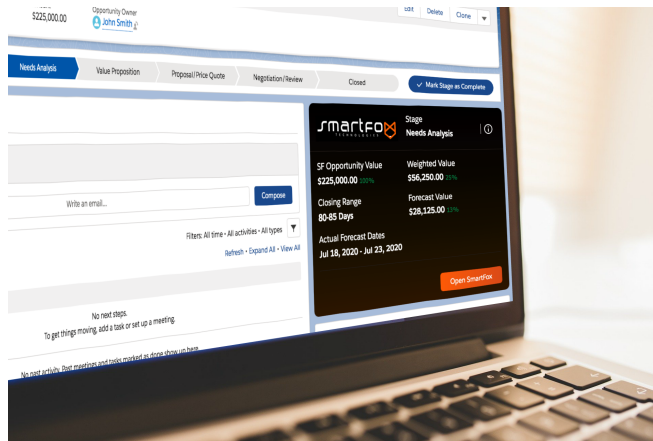
The Solution - SmartFox Prime© - Business Forecast Management System

SmartFox Technologies partnered with Salesforce,™ the leading CRM software provider in the world to create SmartFox Prime©, the first-ever Business Forecast Management System. SmartFox Prime's technology uses controlled artificial intelligence (CAI) to help CRM users across the world save millions by fixing inaccurate sales forecasts while eliminating poor opportunity management.

Once SmartFox Prime is downloaded by a Salesforce Partner Customer from Salesforce AppExchange (Click Here), the Application enables a Partner Customer to bring more accountability and accuracy to their sales pipeline with an easy-to-use Sales tool for their Sales Team. The outcome of using the SmartFox Prime increases bookings and revenue from bookings based on rules, past events, and management insight. The SmartFox Prime further provides specific functionality such as SmartFox Prime's algorithms/calculations which define the way the Application makes recommendations and forecast suggestions for Salesforce Partner Customers to utilize.

What are the benefits and features of SmartFox Prime?

Here are the benefits and features Customers will receive when they implement SmartFox Prime into Salesforce for your Sales Team:

- Consistency & Cadence in Forecasting for All Salespeople
- Strengthen Foundation & Structure within Salesforce
- Increase Sales Probabilities % through Accurate Forecasting
- Sales Management Insight, Design, & Customization
- Salesperson Performance & Measurement Software
- Improve Accountability in Sales Process for All Salespeople
- Comprehensive Forecast Reports & Dashboard Views for All Users
- Customer & Prospect Engagement Software
- Best Practices Software to help All Salespeople Achieve Results
- Easy to Use Sales Management Coaching Software
- Provened SmartFox Prime's BFM Algorithms providing Quality Forecast Recommendations
- Increase Results by Motivating & Rewarding All Salespeople

How much does SmartFox Prime Cost?

The SmartFox Prime App currently costs $29 per month, per user with no long-term commitment. It is also Free to try in a Salesforce test environment and easy to download from Salesforce AppExchange ([Click Here](#)).

Our goal is simple, to save every company who implements our SmartFox Prime product at least 10% - 30% in lost revenue. To many of our customers, this means millions gained in lost revenue which was previously miss forecasted.