



Forecasting—Art or Science—K&R Opportunity Forensics™

Sales forecasting is a difficult area of management. Managers may believe they are good at forecasting. However, forecasts usually turn out to be wrong! Marketers argue about whether sales forecasting is a science or an art. The short answer is that it is a bit of both.

Opportunities progress, and then close (or not) for predictable reasons, and at predictable times. Most forecasts contain percentages that are driven by desire instead of reality. They almost always predict closure at the end of the quarter, or other measurement period.

K&R Negotiations Associates' Opportunity Forensics™ provides a structured approach to the prediction of outcomes in the opportunity pipeline. It also is specifically directive - it identifies the tasks required to move the opportunity forward.

Using K&R's Forensics approach, emotion, subjectivity and opinion are minimized from the pipeline. The benefit is revenue you can count on. This builds more accuracy in the forecast. Sales people are closing more sales and using Forensics™ to increase their performance.



Forensics enables your team to filter their opportunities through the **Five Attributes of Value™**.

This filtering process identifies the Gaps with their prospects and assists them in developing action plans to move them to closing.

This is an innovative approach to sales forecasting. Forensics replaces subjectivity with objective, measurable forecasts.

Forensics also provides the framework for a customized sales process based on how your sales team sells. Forensics will no longer be based on desire ... reality will rule.

Your team builds the ability to understand and analyze all aspects of the sales process.

K&R's Opportunity Forensics™ provides enhanced analysis, facts and recommendations on individual opportunities, the overall pipeline, and solution value Gap analysis. Opportunity Forensics is personalized for your unique selling requirements and complements all sales processes.



At the conclusion of this course, your sales team will learn -

- Why Clients act and don't act. Learn how to persuade, and what value arguments to make at what time.
- The levers that are available to influence when and if an opportunity will close. Early in the process, understand what you can and cannot control.
- How to apply a specific, repeatable structure to assess and improve their value statements, and make a simple prediction of time to close.
- The Value Matrix™ – the attributes of value and its use in persuasion.
- Timestamps – what are the elements that can be used to influence time to close?
- Execution leverage – internal and external teamwork.
- Degree of difficulty – how incumbency and the customer's business condition affect the timeline".

K&R Opportunity Forensics™ can show you the milestones of your sale, enlighten your sales team to where they are in the sale, and their likelihood to close. Once they understand the precise tasks ahead, they can move forward. This adds certainty to your sales teams forecast and keeps your team from working on opportunities which are not going to close. Reliable forecasts provide rippling benefits throughout your organization. From sales, to planning, to manufacturing, to resource requirements—a big WIN to running a team, a business group and your company.

K&R looks forward to partnering with you.

