

# Have you got clarity on your sales forecast in a post pandemic world?

Being a Sales Leader is tough. Hitting your number just got a whole lot less predictable.

Cognisco's SaaS platform maximises your understanding of the capability and confidence of your sales team, to enable action and to drive results.



## Capability Assessment: The Situation

Being a Sales Leader is tough - hitting your number has become a whole lot less predictable. Building an effective sales team takes persistence, tenacity and skill. Forecasting the outcomes of your team's efforts can test the sanity of even the best sales leader. Are all of your traffic lights green but your team is still missing their number? At the best of times it's a gamble, made so much harder in a post pandemic world where there are fewer visible cues to competence, confidence and close rates.

This doesn't change the fact that you still need to deliver your number to the board in an environment where uncertainty is high and priorities are constantly shifting.

**Are you confident in your team's workrate and urgency? In your forecast and commit numbers? Does slippage give you nightmares? Do your numbers tell the truth?**

## Why is this complicated?

Your salespeople each have their number to hit. They use the organisation's chosen methodology to stay in control of their deals and report back to leaders. In turn, sales leaders need a measurement framework that gives them visibility of the progression of deals from pipeline to forecast to closed to enable them to continue to be effective. They need a system to identify and resolve any issues in flight to prevent any ball dropping down the line, an early warning system.

Knowing where to focus your efforts and expertise to train and mentor your team effectively and gain the maximum return is a dark art. Every new hire is an overhead and a risk. Reducing the time to revenue is critical for in year success and visibility of future performance is mostly gut feel.

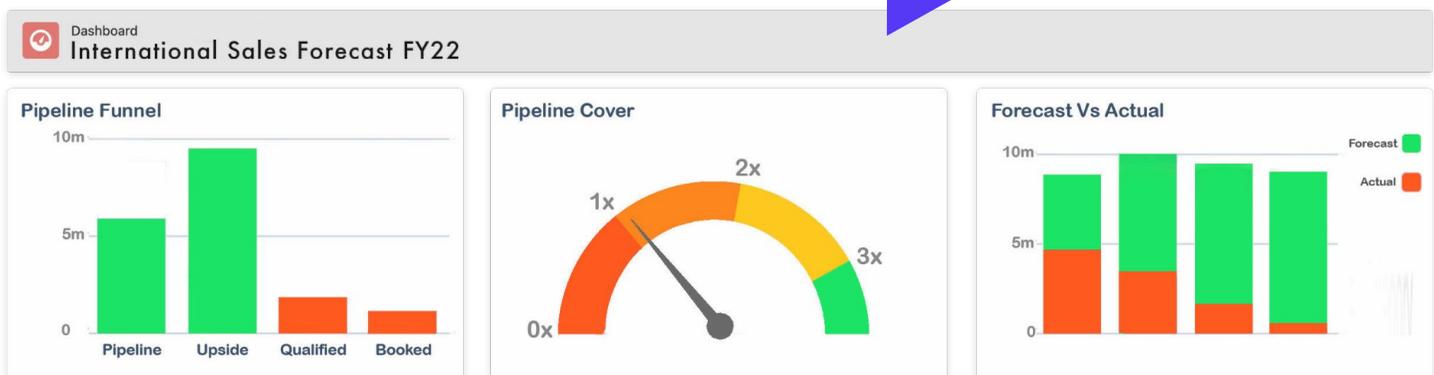
**Sales people are easy to recruit and expensive when they fail.** That means recruitment decisions are a big and costly gamble. Finding out six months in that the new recruit isn't going to make it is a nightmare when you are still on the hook for their number. **Increasing the likelihood of success and improving the time to money ratio is critical for all sales operations.**

## What if I do nothing?

The implication of doing nothing is that you as a sales leader will be highly likely to **mis-forecast by large percentages.**

Managing your rolling four quarters is a challenge, with some salespeople betting on big wins that just don't come off, which can massively impact your trajectory. Reporting a big number and delivering a small one is not the way to build trust and confidence in senior stakeholders and means **sleepless nights for you as a sales leader. What is the alternative?**

Cognisco benchmarks show that in excess of **30%** of any workforce has been **misinformed, misunderstands or misinterprets information, guidelines or codes of conduct while being 100% confident they are acting correctly.**



## What do you recommend?

Having real-time, granular insight about how you can achieve in year/in quarter gains is the difference between winning and losing. Cognisco is an **innovative SaaS based competency assessment platform** that can help you quantify your sales team in terms of capability and confidence. It helps you to mitigate the risk of forecast vs actual variance by giving you a greater sense of confidence that you have the right team with the capability to succeed.

Our system uses a series of custom scenarios that identify the skill and mindset of your team members in key areas of risk. With this you can help make decisions with confidence to maximise your return and help you achieve the sales revenue uplift you need to hit your number. It can be used also be used when hiring a new salesperson to give you confidence in their ability and peace of mind, as well as enabling focused training and investing in your top talent. It augments your clarity, visibility and trust in your teams abilities.

**Only Cognisco can help you see beneath the numbers and know what's really going on.**

“Cognisco gives us actionable information on capability and confidence, so we really understand our risks and strengths”

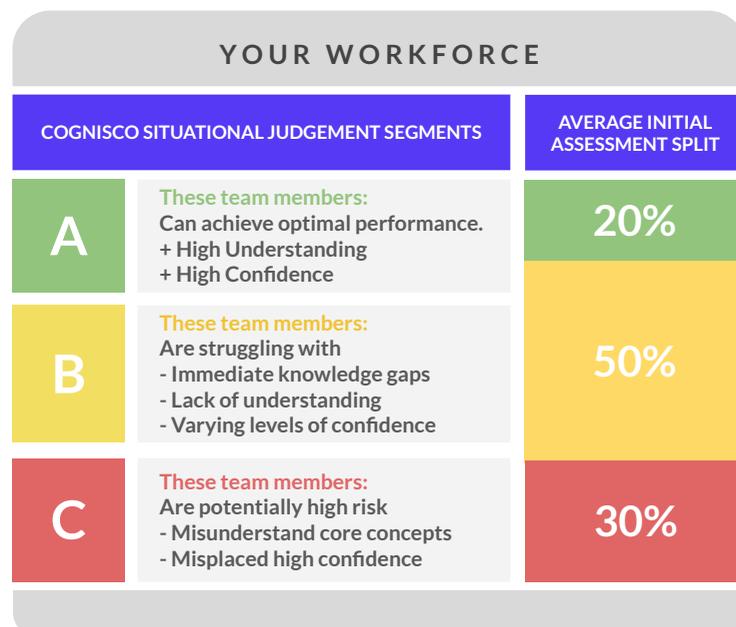
RVP Sales, Technology Organisation

## What do I need to do?

Cognisco provides **real-world scenario based assessments** and dashboards to evidence the judgement and decision making capability of your people. This enables sales leaders to **intervene to maximise return on effort**, to identify and validate your top performers, to understand your **mid-tier performers who lack confidence** and warrant investment and mentoring but also to **isolate where weakness exists** in the team.

We focus on each sales professionals' specific needs. We identify which parts of the sales process can be improved, and shift the mindset of your teams, enabling them to have productive, constructive, open conversations about performance and improvement.

We assess the behaviours, capability and confidence needed to make an impact now and in the future. What gets measured, gets managed - so let our assessments and dashboard help you ensure that your salespeople are measuring and reinforcing the right behaviours and delivering results for you.



## What are the benefits?

Ultimately, the true mark of success is to mitigate and reduce the forecast vs actual variance by selecting and retaining the team that can deliver against target. We show you how well your people really understand the sales process and their deals, how they are able to control their deals and reduce slippage risk. We are able to filter the blaggers from the superstars. The system can identify where your salespeople are as competent as they are confident and where they're over confident and have some fundamental knowledge or skill gaps. We'll give you real time data, insight and evidence about the judgments and decisions your sales team are likely to make so you can target your inputs and efforts for maximum and rapid return. In addition, we'll significantly reduce the cost and risk of new hires by showing you what your people really know and understand.

This culminates in the development of a culture of excellence that encourages high performers and drives organisational success that you can take credit for.

Cognisco helps your organisation make decisions with confidence to maximise your return and help you achieve the **5-10% uplift** you need to hit your number.



### Get in touch

Owen Ashby  
CEO Sales & Alliances  
[oashby@cognisco.com](mailto:oashby@cognisco.com)  
+44 (0)1234 757520

