



YOUR CRM AND CLARI

1 + 1 = 3

CRM is foundational

Most companies couldn't imagine selling without a CRM system. For almost two decades, CRM platforms have given sales organizations the means to centrally capture valuable customer information and begin automating certain processes.

...but insufficient

Most sales organizations continue to struggle to execute and scale against growing revenue targets. Productivity is being gobbled up with manual data entry, and sales reps, managers, and execs chasing sales ops - and one another - for visibility and forecast predictability.

Only 14% of sales orgs report over **70%** of their reps hitting quota.*

Fewer than 1 out of 10 orgs can accurately forecast within 5% of where they land, even when they're just 2 weeks from end of quarter.*



Where Clari comes in

With real-time, bi-directional integration with your CRM and other data stores, sales teams are taking their effort to the next level, leaving the "chasing game" behind by driving opportunities to close with greater organization-wide focus and rigor.

CRM alone

The chasing game

CRM + clari

Close more deals, predictably



Sales Reps

Spend a lot of time chasing opportunities that don't close

Struggle to keep their deals up to date in CRM — so they don't

With **predictive insights**, focus on deals with the best chance of closing

With **calendar and email integration**, spend far less time manually updating deals



Sales Managers

Spend time chasing reps to get a handle on what's going to close

For pipeline visibility, rely on what reps report in 1:1s or choose to capture in CRM

Based on **predictive insights** and clear visibility into rep activity, have a firm handle on deal progress and can quickly spot pipeline risk and upside



Sales Execs

Spend time chasing managers to get a handle on forecast risk

Immediately spot **risk and upside** in forecast so they can drive the actions needed to meet revenue targets



CEOs, CFOs

Spend time chasing sales execs to get a handle on forecast risk

"Are we on track to hit numbers?"

Get anytime access to the **true state of the forecast** based on real-time data

No longer have to rely on **reports generated** for them



CIOs

See the investment in CRM constrained by poor data quality

With a **massive boost in data quality**, unlock the value of their CRM investment



Sales Ops

Chased by everyone who is relying on them to unlock insights trapped in CRM database. By the time a report is generated and delivered, it's ancient history

With **centralized access to real-time insights**, every sales rep, manager, and exec can get their own deal, pipeline, and forecast status

Has **cycles freed up** to invest in higher impact strategic initiatives

* Source: Steering the Opportunity-to-Close Process: 2017 Sales Benchmarks and Trends," Clari, March 2017

