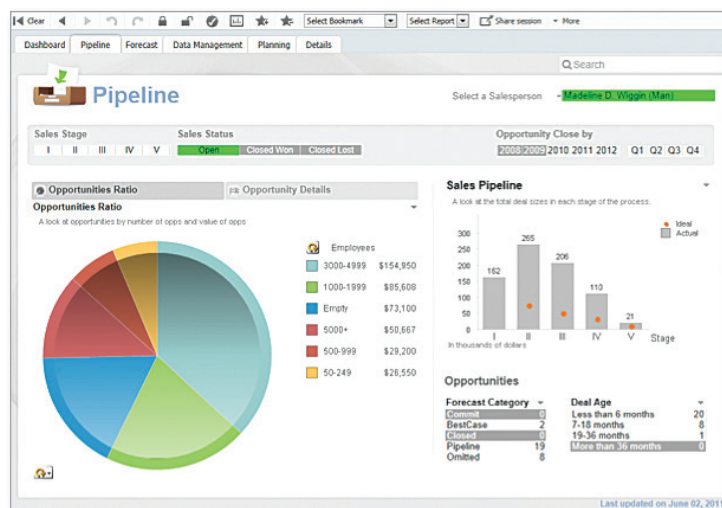# QlikView® for sales management

QlikView helps sales organizations improve their sales management activities, including forecasting of revenue and tracking of performance against goals. Sales managers can freely explore their team's performance and pipeline, from high-level visualizations down to the individual transaction level, to quickly spot and respond to outliers and concerns. And because QlikView is so easy to use, sales managers do not have to rely on analysts or IT to produce reports or answer follow-up questions. This results in a more predictable and effective sales process at the team, regional and corporate levels.

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Improved pipeline management

With QlikView®, sales managers gain immediate, up-to-date visibility into pipeline and progress against plan. QlikView allows for virtually unlimited slicing and dicing of live, top-to-bottom data, offering users a means to rapidly uncover risk areas in the business. Users can quickly visualize pipeline vs. forecast, track movements, and assess "what-if" scenarios. And with social BI, managers and staff can add context to activity through annotations, and share live, fully interactive planning sessions.

Better understanding of performance

Sales managers rely on insights from historical performance to better determine future forecasts, allocate resources, define target accounts, and appropriately set compensation and incentives. With QlikView, business users benefit from an associative experience when analyzing win/loss performance and profitability. And data from CRM, financial, and operational systems can be quickly integrated into QlikView apps, whether loaded from a data warehouse or directly from source systems.

More value from Salesforce.com and CRM

CRM platforms such as Salesforce.com are central to the selling efforts of most organizations. But as strong as these systems are in enabling sales processes, they often don't provide the same level of capability when it comes to data analysis and exploration. QlikView is the perfect companion to Salesforce.com, unlocking the power of CRM information for better decisions. QlikView connects to Salesforce.com through an optimized connector, allows for CRM data to be combined with additional data sources, and provides business discovery apps that can be embedded directly in the Salesforce.com user interface.

For more information, visit www.qlik.com

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