

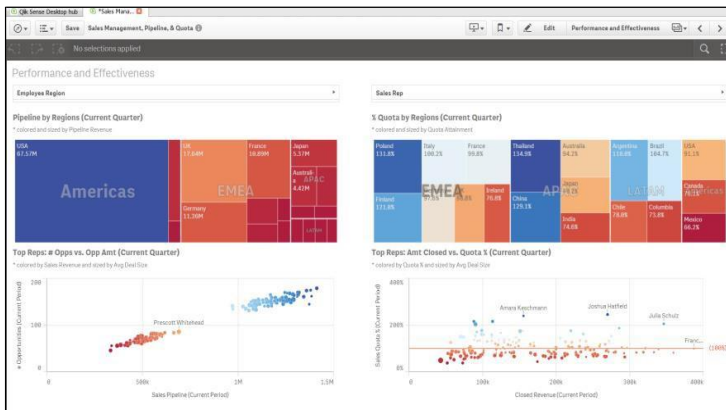


# Qlik® for Sales Management

Qlik helps 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 teams down to the individual transaction level, to quickly spot and respond to outliers and concerns.

Because Qlik is so easy to use, sales managers do not have to rely on analysts or IT to produce reports or answer follow-up questions. They can create their own territory and team analysis, integrating data from multiple sources, and discover unique relationships between customer buying behaviors in relation to their activity.

This results in a more predictable and effective sales process at the team, regional, and corporate levels — allowing users to see the whole story that lives within their data.



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## Key solution benefits

**Qlik offers visual analytic capabilities that unlock the power of information for Sales Management.**

### Increase forecast accuracy and results

- Sales managers rely on insights from historical performance to better determine future forecasts, allocate resources, define target accounts, and appropriately set compensation and incentives
- Business users benefit from an associative experience when analyzing win/loss performance and profitability

### Improved pipeline management

- Sales managers gain immediate, up-to-date visibility into pipeline and progress against plan
- 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 versus forecast, track movements, and assess pricing and margin scenarios

For more information, visit [www.qlik.com](http://www.qlik.com).

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