The Do’s and Don’ts of Effective Sales Analytics
Today, organizations leverage data to manage sales performance. The issue is **some organizations only use part of their data**, and don’t take full advantage of it — meaning managing sales performance and gaining insights into their business might be lost. And trying to see the whole story, along with the resulting analysis, can leave organizations with more questions than answers.
As leading organizations have discovered, effective sales analytics are much more than running forecast reports from a CRM platform. By connecting the dots between CRM and additional data sources, such as finance and marketing systems, organizations gain a comprehensive understanding of buying behavior, driving more orders, higher close rates, and bigger deals.
While finding data insights can be tough at times, there are ways to tell if your sales analytics are effective. And, just as importantly, there are certain tactics that should be avoided.

Read on to see the do’s and don’ts of effective sales analytics, and how they can impact sales performance.
Have an analytics strategy.
To build an effective analytics system, sales must clearly define the key performance indicators (KPIs) that impact performance most. For example, which forecast time frames are the most accurate? How many quarters out should they measure sales pipeline? Finding the measures most relevant to a business help an organization build a robust analytics strategy.
Don’t…

Have inaccurate sales forecasting. Incorrect sales data is a major factor when targets are missed. In fact, two of the biggest causes of forecast inaccuracies and missed sales targets are insufficient pipeline data and limited analytical capabilities within CRM platforms. Using an intuitive, powerful, and flexible platform helps organizations improve these inaccuracies.
Manage data complexity.
The ability for organizations to have timely access and availability to relevant and quality sales data is crucial. However, disparate data sources hide critical customer, market, and product data. Bringing together disparate data sources on one platform brings otherwise hidden insights to a business.
Don’t...

Let incomplete data hinder the decision-making process. The speed of decisions drives sales performance. Without timely and accurate data-driven decision making, organizations can’t provide the support for the deals, reps, and channels that need it most. Allowing sales teams to understand the whole story of their sales data creates decisions that lead to more opportunities, customer engagements, and revenue growth.
Use analytics widely.
Executives and sales leaders in high-performance organizations drive regular, cadenced processes leveraging advanced BI solutions to their entire salesforce. This gives sales reps access to easy-to-use, self-service analytics on any device.
Don’t…

Keep analytics a secret. It’s best for organizations to empower their sales reps with self-service analytics. With constant access to analytics, reps can identify territory and account trends, leading to increases in call volume and quality, boosting conversion rates, and ultimately increasing sales productivity.
Qlik solutions for sales performance help customers better manage sales by increasing visibility and reducing risk in the sales process. With Qlik, organizations can **analyze, visualize, and explore relationships between complex data sources**, including CRM and finance systems, to gain insights that would otherwise go unseen. The result is a more informed approach to sales management that drives better business results.
For more information, visit qlik.com/salessolutions.