

# Opportunity Planning For The Modern Sales Enterprise

*Translating Buyer Intelligence  
Into Highly Qualified Revenue  
Opportunities*

## Enterprise Sales is Complex...But It Doesn't Need to Be Complicated

With the constantly evolving landscape in B2B sales, relying on methodologies, training programs and SFA systems to drive sales effectiveness often falls short in reinforcing value selling behaviors. With the number of decision makers increasing and sales cycles getting more involved, enterprise sales organizations are struggling with how to empower reps not only to win deals, but to focus their time on the opportunities most likely to close.

Enter Revegy. We pioneered and designed a proven sales effectiveness framework and technology built upon the knowledge that training and CRMs alone cannot manage or change the course of a customer relationship and that no single technology can solve the challenges of every sales organization, especially when it comes to complex B2B sales.

## A Visual Approach to Account-Based Selling

Revegy unlocks the value of data formerly sequestered in traditional manual sales processes to deliver actionable insights that provide a clear and single view of the buyer landscape that is absolute and complete. Our collaborative visual platform delivers a complete view of the stakeholders, influencers, buying centers, and business priorities so reps can strategically align sales activities with prospects' business goals.

By placing the increasingly complex buyers journey in a visual context, sales teams gain the clarity they need to identify critical knowledge gaps, potential risks, and common delay indicators so they can take the best next step to increase win ratios and reduce deal slippage. The process of mapping out the most common factors in winning and losing a deal – relationships, buyer priorities, corporate goals, competitive threats and more – helps reps think critically about how to

approach each deal and how to focus their activities to gain the highest return on effort.



*Achieved 90% sales process  
adoption*



*Increased forecast horizon from  
3 months to 3 years*



*Achieved 0% deal slippage in a  
few quarters*

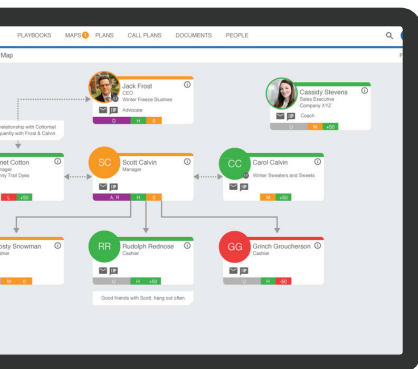
## A Proven Framework & Tools for Revenue Generation

This value-based guided selling approach results in better outcomes that drive real sustainable revenue:

- Highly qualified sales opportunities validated by the buyer
- Increased forecast accuracy and revenue predictability
- Shorter sales cycles
- Improved win rates
- Reduced deal slippage
- Maximum price potential
- Reduced need for discounting

## Technology That Works the Way You Sell Any CRM. Any Methodology. Any Data Source.

We are the only CRM-agnostic, enterprise-class platform that provides both the proven framework and technology to manage opportunity execution, drive revenue performance and execute repeatable, coordinated plans for profitable sales interactions.

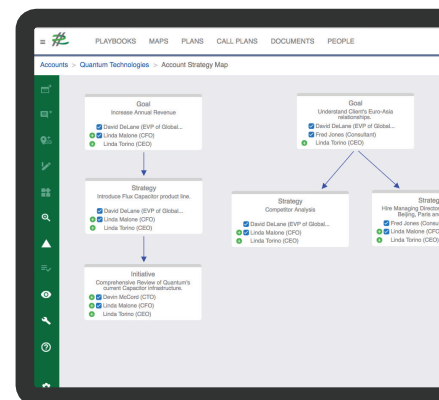


## Stakeholder Influence Map

Provides a deeper understanding of the politics within an account and who influences who so reps can ensure they have access and buy-in from multiple decision makers, reducing potential risk and driving more strategic opportunities

## Strategy Map

Empowers reps to pinpoint and focus on the initiatives that are likely to receive funding and lead to highly qualified sales opportunities

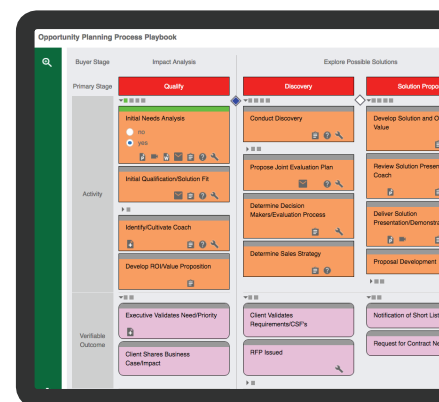


## Opportunity Health Analytics

Provides sales leaders a view into the pipeline and guides them on where to focus coaching efforts based on opportunity age and deal risk

## Execution Playbook

Provides teams with a blueprint for tying the sales process to customer goals and desired outcomes for accelerating highly-qualified growth opportunities



## Qualification Scorecard

Provides a guide to help managers coach reps to balance risk with probability so they can focus more on winnable deals and less on high-risk, low-return opportunities

Revegy is trusted by world-class sales teams for a reason.

Visit [www.revegy.com](http://www.revegy.com) to find out why.