

Varicent Lift

Use revenue intelligence to improve sales pipeline yield and forecast accuracy

Many businesses inform their most strategic decisions and bets on inaccurate sales forecasts. According to Gartner, more than half of today's sales leaders are not confident about their forecasts. Approximately 90% of B2B enterprise sales organizations today rely on intuition instead of data and advanced analytics – resulting in dirty pipelines, inaccurate forecasts, and missed quotas.¹

Revenue intelligence is enabling businesses with actionable, data-driven insights so they can manage the pipeline more effectively, make better decisions to drive pipeline growth and increase yield, and generate more accurate forecasts.

Varicent Lift is purpose-built for revenue intelligence, enabling a wide breadth of breakthrough insights from marketing-sourced leads to customer lifetime value. Tailored to your CRM data, Lift empowers organizations with the actionable insights needed to increase pipeline yield and generate accurate forecasts - all in one place.

¹ "Improve Revenue Forecast Accuracy With Emerging Forms of Sales Forecasting Technology," Gartner, April 2020

Benefits

Improve sales forecast accuracy

Increase confidence in your sales forecasts and the strategic decisions based on them with out-of-the-box predictive forecasting and opportunity scores that continue to learn and improve based on your data.

Discover new revenue insights

Accelerate your adoption of advanced analytics and revenue intelligence with applications and blueprints for discount diagnostics, lead scoring, customer lifetime value, and more – all without a data scientist.

Increase sales effectiveness

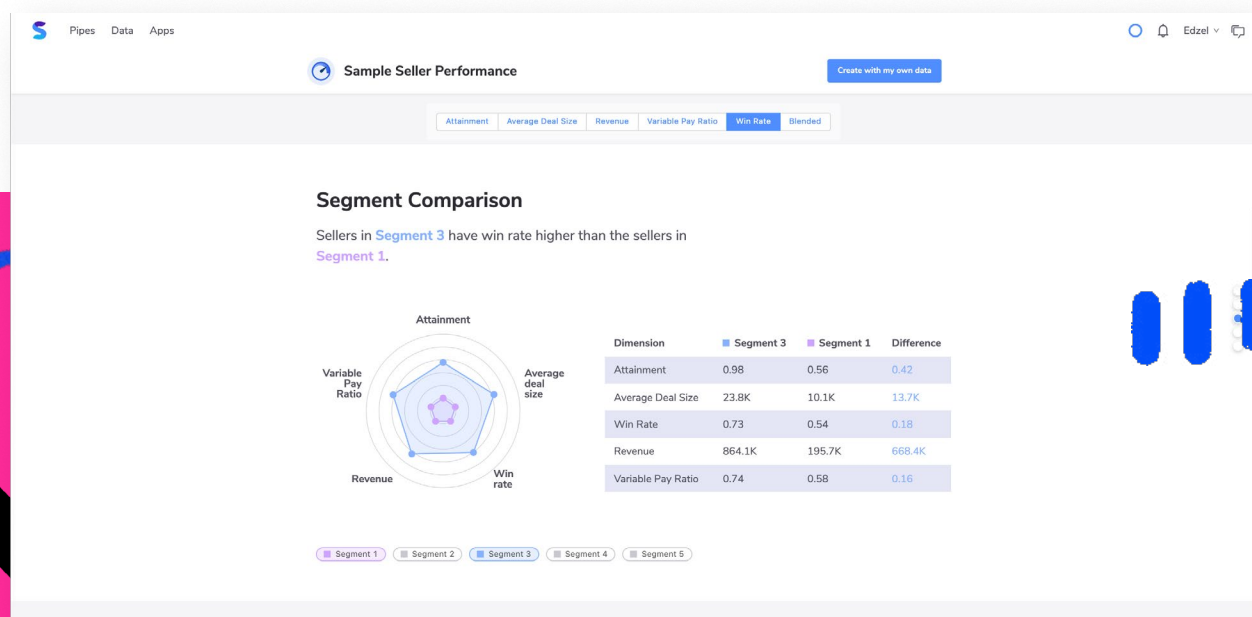
Enable sellers with AI-driven insights to increase deal size, reduce risk and improve their odds of winning, as well as sales leaders to identify meaningful coaching moments and increase effectiveness.

Instantly understand your pipeline

Visualize pipeline flow through key stages and quantify volume, value, and velocity changes during any given period without spending time on manual analysis. Customize dashboards for lead management, pipeline management, seller performance, and just about every conversion rate available.

Grow your pipeline

Maximize marketing and sales effectiveness with lead management reports that facilitate a smooth handoff between teams with complete visibility into every lead-to-revenue metric. Empower marketing and sales development teams to proactively identify issues and act before leads go cold.



Features

Predictive intelligence

Predictive models for sales forecasting and opportunity scoring that continue to learn and improve based on your data.

Advanced analytic apps and blueprints

Pre-built data models and visualizations enable you to answer common business questions without specialized data science skills.

AI-driven insights and recommendations

Machine learning models to deliver actionable insights at the opportunity and organizational level to increase sales effectiveness.

Purpose-built dashboards

Out-of-the-box boards, tailored to your unique CRM data, for reps to manage their tasks, leads, and opportunities, and for leaders to manage the pipeline as a whole and drill into opportunities and rep performance.

Pipeline hygiene metrics

Metrics on opportunities with overdue close dates, lack of activity, missing next steps, and other compliance issues to immediately assess the quality of your pipeline health and take targeted action.

Lead-to-revenue conversion rates

Out-of-the-box conversion rates by lead source, pipeline stage, time in stage (velocity), and length of sale cycle offer unprecedented views into your business.

Data sources

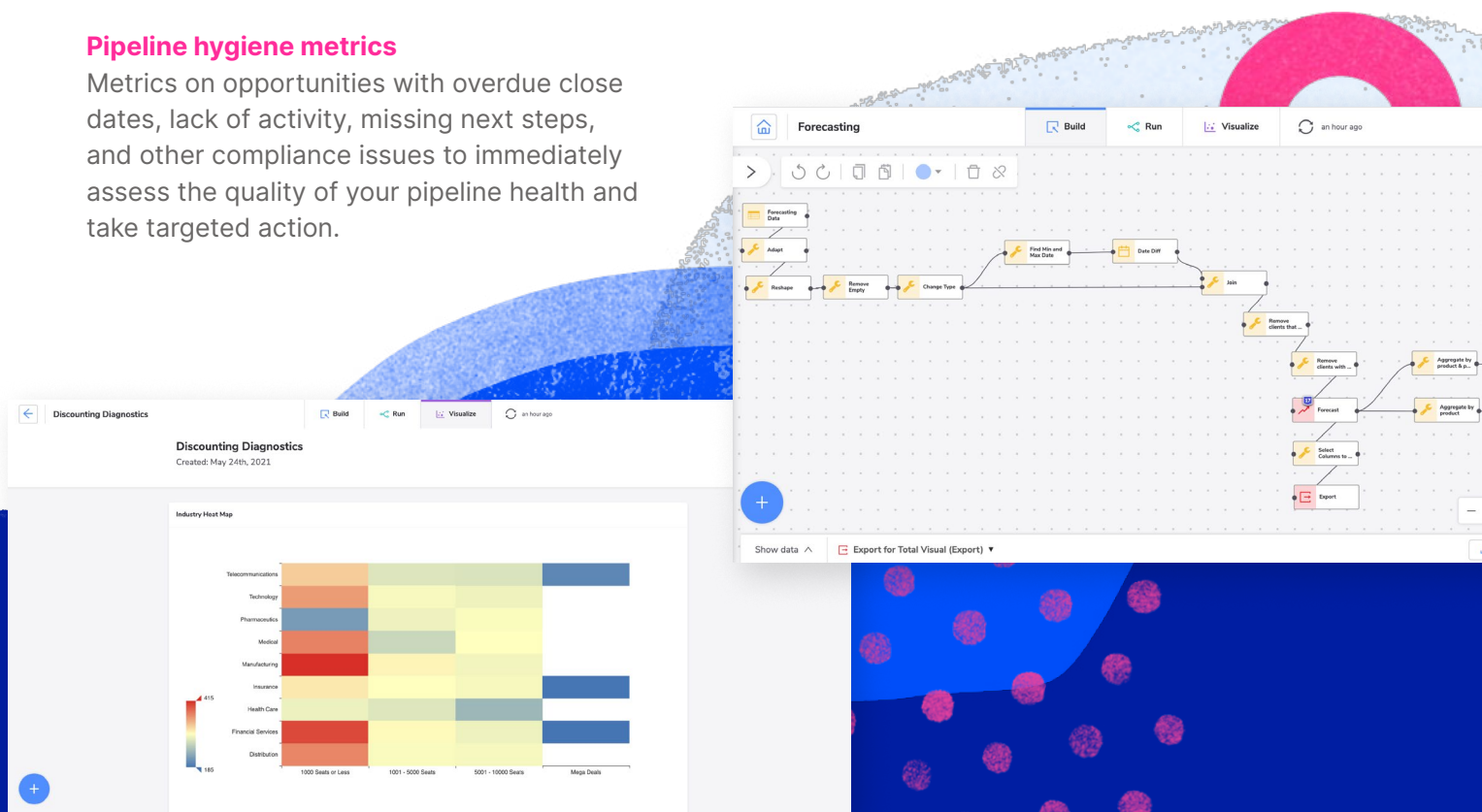
Data from your Salesforce instance and all the activity data from the applications integrated with it are used in the advanced analytics and AI models. Additional external data can be brought in to enrich models and create new ones using Lift Workbench.


CRM data augmentation

Predicted opportunity amounts and close dates augment commonly inaccurately or missing user-generated CRM data.

CRM integration

Native integration with Salesforce Lightning and Classic.





A North American security technology company closed an additional \$60M in pipeline and increased the accuracy of their sales forecasting with improved visibility into their pipeline and actionable insights to improve pipeline quality with Varicent Lift.

[Book a Demo](#)

About Varicent™

Varicent™ is the leading provider of innovative Sales Performance Management software focused on helping organizations Plan, Operate and Pay to drive sales performance and growth. With a full suite of solutions to assist in smarter territory and quota planning, efficient lead-to-revenue operations, and the fastest and most flexible way to pay sellers accurately and on-time, Varicent is the trusted SPM solution for customers worldwide. Varicent combines powerful SPM technology with its augmented intelligence-powered platform to enable customers to quickly and easily see and address sales trends, problem areas, and opportunities by predicting outcomes and prescribing actions to optimize revenue.

For more information

To learn more about Varicent, visit www.Varicent.com



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