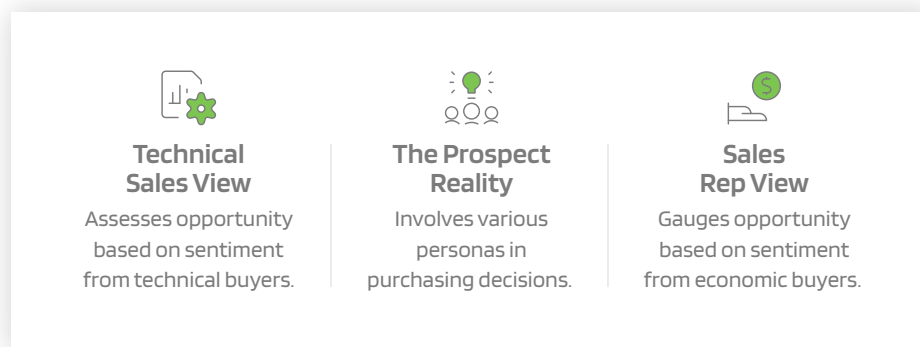


Technical Sales: Contribute your point of view on the sales forecast

Predicting opportunity outcomes requires collaboration and referencing data to gauge buyer sentiment across various people within an account.

Step 1: Respect Points of View

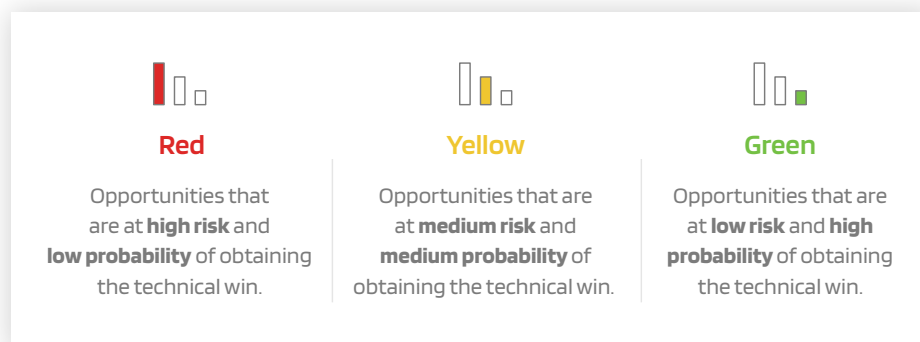
Encourage different points of view to drive a balanced view on sales opportunities.



It's okay to disagree on opportunities, but do it in a respectful way and bring data to support your view to every conversation.

Step 2: Provide context

Help your peers understand your point of view on opportunities in the sales funnel.



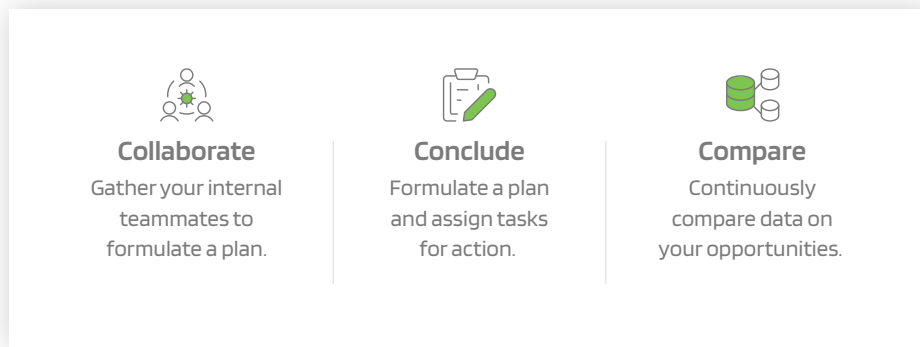
Provide an objective and data-driven point of view on opportunities and remain open to different perspectives.

“I am asked by my executive team to provide the presales point of view on opportunities every week in our sales forecast meetings. It’s important that I use data to do so and deliver it in a non-confrontational way.”

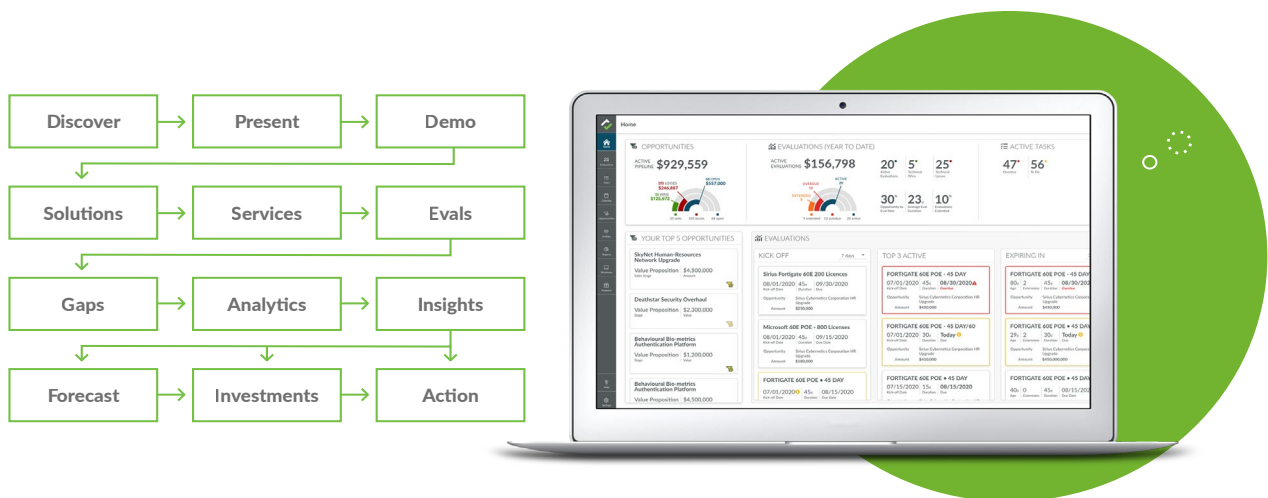
- VP of Presales, Mid Cap

Step 3: Continuously Compare Data

Collaborate with your peers and make decisions on corrective actions.



Continuously compare data from corresponding technical sales and customer relationship management systems.



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