



PIPELINE FORECASTING WEIGHTING PERCENTAGES

ENSURE YOUR SALES TEAM'S FORECASTING is consistent and reliable. The following percentages are based on the stages in a typical sales cycle. Adapt them to your own sales cycle and then apply them to each item in a Sales Forecast.

① Take the gross value of a potential sale. ② Find the description that best matches the stage in the cycle this sale is at. ③ Multiply the gross value by the appropriate percentage to give a weight average. For example: $\$100 \times 70\% = \70 . ④ Have all your sales people use the same scale. ⑤ Total all weighted forecasts.

Stage in sales cycle	%
Organisation is on your Suspect Target List	5
Made initial contact and had initial discussion	10
Qualified the Suspect and decided worth pursuing	20
Gathered requirements	30
Discussed potential solution and pricing vs. budget	40
Submitted proposal	50
Prospect has told us we have some advantages	60
Prospect told us we're being recommended	70
Prospect has told us we've won	80
Received contract or Purchase Order	90
Sent invoice	95
Received payment.	100

Forecast clarification questions

The following questions will help to clarify the assessments your sales people are making and can be used to develop their forecasting ability.

- ▶ Where is the opportunity up to?
- ▶ Can we win it? Will we win it?
- ▶ What evidence do you have to justify your assessment?
- ▶ What else do you plan to do to improve your position?
- ▶ What help do you need from me or our organisation?