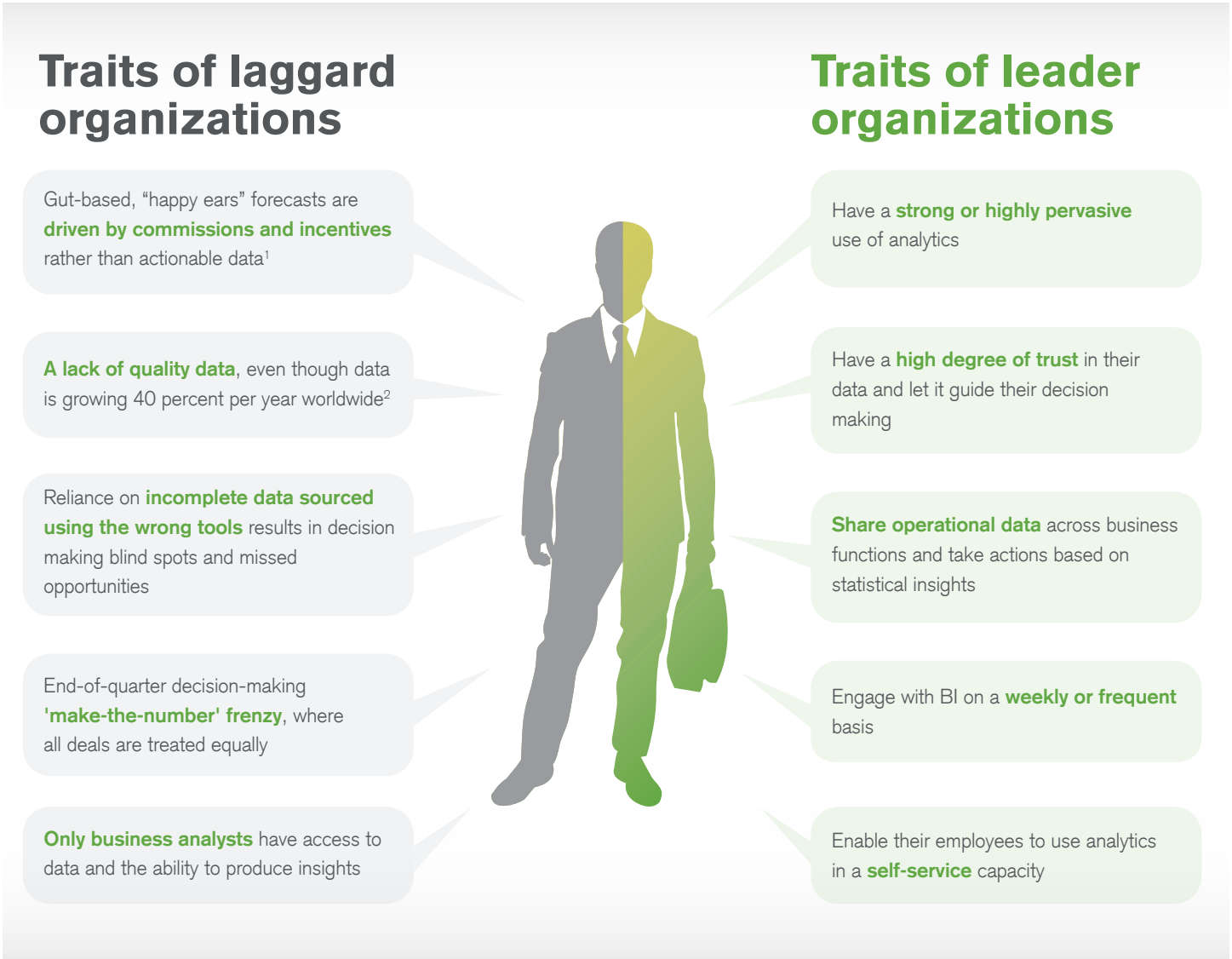
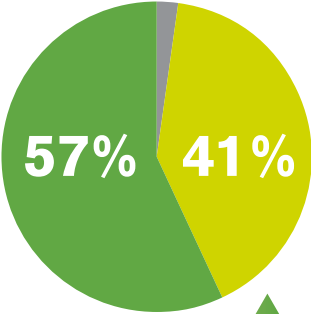


Sales performance: Are you a laggard or leader?



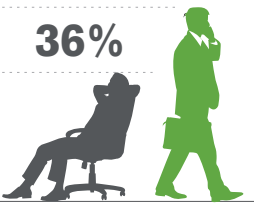
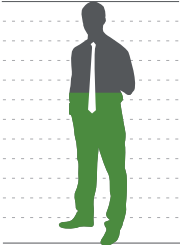
How leaders take control with analytics

Leaders recognize the critical link between sales analytics and sales performance – and use it as a competitive advantage.



57% of revenue leaders have strong or pervasive use of sales analytics compared with only 41% amongst revenue laggards.

56% of leaders have their employees using analytics in a self-service manner.



Leaders rate their speed of decision-making capabilities to be 36% greater than laggards³.

By connecting data from a variety of data sources, including CRM, marketing automation, and finance systems, Qlik® provides greater visibility across the entire sales cycle, allowing sales to better plan and improve performance.



Does your approach to sales analytics measure up?

Take our online self-assessment to see how you rate. Visit www.qlik.com/salesassessment to learn more.

¹ Theme extracted from Aberdeen paper
² <http://www.forbes.com/sites/mckinsey/2013/07/22/big-data-analytics-and-the-future-of-marketing-sales/>
³ Aberdeen Group, Sales Analytics: Data-driven forecasting for better quota attainment

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