



The Birst Pipeline Stress Test™



BIRST SALES PERFORMANCE MANAGEMENT SOLUTION

In today's challenging business environment, sales and sales operations executives are concerned about their ability to forecast and manage results to the forecast. The Birst Pipeline Stress Test helps you constructively deal with this stress. It provides incredible insight into the rest of quarter while you still have 30 to 60 days to go. The offer is free and requires no technical resources on your part to complete. Participation requires no further commitments. Just sign up with Birst and you will get access to Pipeline Stress Test Dashboard and a debrief with one of our experts. The entire process takes no more than three days complete.

This is all possible because Birst examines each of your deals in the current pipeline and considers their stage and other relevant characteristics. The Birst Pipeline Stress Test Dashboard provides:

- A look at the historical probabilities of moving deals from one stage to the next based on the number of days left in the quarter.
- A mathematical prediction of the most likely achievement for the current quarter based on historical probabilities.
- A forecast of what proportion of deals will slip into the next quarter.
- A prediction of additional new deals that will likely affect the pipeline within the current quarter.

Finally, you can move beyond hunches to gain confidence in your current revenue trajectory. You can also understand how to prioritize resources and maximize the probability of success.

The forecast dashboard that is provided to participants is one of the key components of the Birst Sales Performance Management (SPM) Solution. Birst SPM is the industry's most comprehensive application for analyzing a wide variety of sales performance metrics. Birst automatically connects to your Salesforce instance using a certified integration. This enables Birst to offer this valuable insight without any cost whatsoever.

Do you know if you're going to hit your number this quarter?

Take the Birst Pipeline Stress Test and see.

- Free offer, limited time only
- Rapid, 3 day turnaround
- Complete review with Birst experts
- No commitment required



BIRST SALES PERFORMANCE MANAGEMENT SOLUTION

The Birst Pipeline Stress Test consists of three easy steps:

- 1. Apply.** Birst will check to ensure that you have the information available to complete the Stress Test and both organizations will complete confidentiality agreements to protect your information and interests during the Birst Pipeline Stress Test. Once that's done, .
- 2. Birst runs the analysis for you.** We run the Pipeline Stress Test on your current Salesforce.com account. This process requires only a couple of days to complete.
- 3. Review your results.** Birst reviews the forecast dashboard with you and shows you the actions that you should take to secure your quarterly sales outcome.

After reviewing the forecast dashboard, you have the information you need to proactively manage your process and sales team to achieve your forecast goals. The Pipeline Stress Test is a fundamental resource to help you elevate and manage your sales performance this quarter.

The Birst Pipeline Stress Test provides those who are looking for more effective ways to manage their pipeline with a sample of the value that can be achieved with an investment in Birst Sales Performance Management. Birst customers have generated outstanding results that show how a business can benefit from this solution. In the year after implementation, Birst customers have:

- Increased their lead to opportunity conversion rate by 28%
- Increased the average size of their deals by 22%.

Birst changes business performance in a short period of time. While traditional sales analytics systems can take a year to deploy, Birst SPM customers have already demonstrated a year of productive outcomes. The Birst Pipeline Stress Test enables customers to get a taste of the value within just a few days of registration.

The Birst Pipeline Stress Test is only available for a limited time. To see where you stand for this quarter, contact a Birst representative or visit the Birst website at birst.com.

The Pipeline Stress Test demonstrates the value of the Birst Sales Performance Management Solution.

Customers using this solution have experienced:

- 22% increase in deal size
- 28% increase in lead to opportunity conversions

Birst Inc.
153 Kearny St., 3rd Floor
San Francisco, CA 94108
Call toll free: (866) 940-1496
Email us: sales@birst.com
www.birst.com