



## The Importance of Forecasting

### Centered Around the Customer

The Agillic executive team and the leaders of the pre-sales, product, customer engagement and professional services divisions, as well as the board members participated in a tailored ValueSelling Framework workshop. This gave everyone in the company's value chain a common language to discuss sales opportunities. The result: better knowledge sharing throughout the customer journey and more team selling.

It was a natural fit. Agillic's marketing automation platform puts the customer at the center of the digital experience. Similarly, ValueSelling puts the customer at the center of a collaborative dialogue, where the conversation revolves around the customer's business issues and what the customer considers of value.

### Pragmatic and Replicable

Since adopting the ValueSelling Framework, the Agillic team uses a rigorous qualification process that makes it faster to qualify customers in and out. They know exactly where an opportunity is in the customer journey.

Their forecasting is extremely accurate. By choosing the ValueSelling Framework, Agillic gets a practical, easy-to-implement process and additional benefits.

- The ValueSelling Framework **applies to all deal sizes**.
- Agillic has **improved lead conversions** from 25% to 40%.
- The executive team **accurately tracks** and measures the progress of **each opportunity** with confidence.
- Team leaders **conduct better coaching and deal reviews**.
- Agillic has **enhanced its customer service** by sharing customer interactions among departments.



## Executive Summary

Agillic, a Danish software company, offers a cloud-based marketing automation platform that empowers companies to present a consistent brand experience and support the sale through the entire customer journey. The company is growing at light speed, and its executive team and board must make strategic decisions about partnerships, funding and expansion.

Although probabilities were assigned to each potential deal, the projected revenue could swing wildly—up or down 40% to 50%—from actual. To increase forecast accuracy and better qualify opportunities, Agillic needed a more pragmatic sales methodology. Agillic selected the ValueSelling Framework®.

## Demonstrating Value



"I'm impressed by how effective ValueSelling is. Collectively, we're having better dialogue about our customers' businesses. We're faster at engaging them about the right things... the things that matter to them."

**Rasmus Houлинд, CSO, Agillic**

"Controlling our pipeline and being able to forecast accurately is of great value to us, especially as we grow exponentially. Our board understands each step of the sales process and they are very satisfied with the reporting. Forecast accuracy is also an accurate measure of how Agillic is creating value for its customers."

**Bo Sannung, COO, Agillic**

In short order, Agillic has grown to be the market leader in the Nordics. They've set their sights on embarking into new countries and keeping their technology a step ahead of the market. Given last year's accelerated revenue performance, the board set the bar higher—triple digit growth rate.

As Bo Sannung, Chief Operating Officer for Agillic, considers the goal, he knows it's aggressive yet doable because it's properly executed through dedicated people, processes and technology and supported by the ValueSelling Framework.

Agillic's omnichannel hub facilitates deeper interactions between companies and their customers, which, in turn, increases average order size, decreases time to market and lowers operating costs. As consumers enter the digital frontier, Agillic makes it easy for brands to win and maintain business.



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