

3 Questions

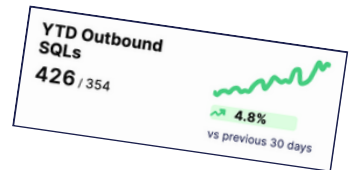
To Ask Your RevOps Platform

1 Does it put every KPI in context relative to daily targets, prior performance, and benchmarks?

Why This Matters

Seeing **KPIs in isolation** doesn't tell you if you are or aren't **on track**, how **performance is trending**, or how team members are **performing relative to peers**.

By plotting out daily milestones for each KPI, you **gain earlier visibility into shortfalls** - long before month end reporting.



2 Does it quantify every KPI's attainment and trend in projected revenue impact?

With **hundreds of KPIs** across every stage, channel, and rep, it's **easy to drown in data**. Quantify each gap in dollar impact, so you can **focus on the issues that pose the largest threats** - or biggest upside - to your revenue.

Item	Target	Actual	Impact ↓
MQL to SQL CR%	25%	14%	-\$836,400
Win Rate	35%	25%	-\$792,000
Elaine Benes' Win Rate	35%	12%	-\$440,000
ASP	\$30,000	\$24,000	-\$354,600
Outbound SDR SQLs	36	24	-\$320,000

3 Does it proactively highlight trends and red flags before they derail your quarter - without you having to dig?

Manually scouring dashboards risks missing crucial signals. A proactive RevOps solution alerts you the moment a rep's win rate slides or a channel's conversion plummets - no guesswork required. **Focus your time on fixing problems - not finding them.**

Recent Insights
Anomaly Phil Dunphy's Proposal to Closed Won Rate is 16% lower than the team average. (-\$356,400 revenue impact)
Benchmark Your Win Rate is 10% lower than the average for companies with similar ASPs. (-\$956,800 revenue impact)
Trend Your MQL to SQL Conversion Rate has decreased by 22% in the past 30 days. (-\$645,000 revenue impact)
Hiring You need to begin the hiring process for 3 roles this week to be on track to match capacity needs in October.

Don't settle for forecasting alone.

