

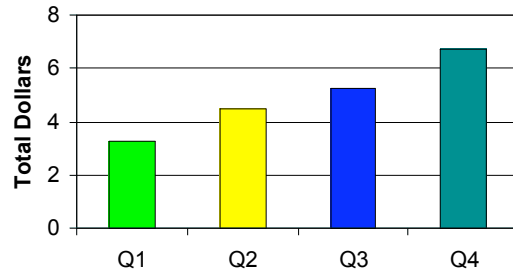
SHIWANA Inc. helps companies increase revenues and improve sales effectiveness.

Shiwana's *Forecast It!* process is a suite of methods and tools to help improve the predictability of when orders will close so your company can prepare accordingly. Based upon a systematic event-driven forecasting approach that has been in use for over 18 years, you will

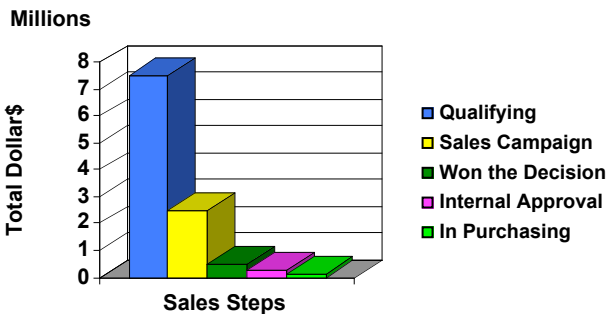
- Improve the accuracy of forecasting customer orders.
- Track and monitor completion of sales steps from initial contact to final close.
- Eliminate the salesperson's emotion and probabilities of a deal closing.
- Improve your predictability of when orders will close.

If you were Dell Computer, you would be able to forecast down to the Nth degree what you were going to sell in the next 10 days, by product category, by line item, even the documentation and cables required. But if your company relies on percentages to forecast your sales funnel, it is likely the odds of closing your forecasted deals in the timeframe you predict, is less than 50%. In fact, you might just as well flip a coin to determine when a deal will close.

Quarterly Forecast
Millions



Many claim forecasting to be an art. But experience shows you can't skip any steps of the sales cycle if you want to win a customer's order. Thus by tracking those events, you can improve your forecasts.



When salespeople offer the probability of closing a transaction, they are really thinking in their own minds of what they have accomplished to date, and how much more they have to do to receive an order. Their thought process is always based upon their understanding of the activities and events that occur for each account. Since few companies identify all the steps of a sales cycle, salespeople keep track of this in their heads. Even with today's Sales Force Automation (SFA) and CRM systems, they only track forecast templates or the generic steps you give them. Salespeople are focused on when

they can collect their commission and usually end of skipping steps in the sales cycle.

FORECAST IT!

Shiwana's *Forecast It* provides you the methods and tools to improve your predictability of when orders will close. After analyzing your sales process and qualifying steps, we provide a systematic, event driven forecasting approach that is easy to implement across all your channels of distribution – both direct and indirect sales. Complimenting existing forecasting systems, this time tested technique eliminates the guessing game of when deals will close and puts you back in control of your sales process.

CONTACT US to learn how "We turn forecasts into Gold".