



# 6 CAN'T-MISS FORECASTING METRICS for Revenue Leaders



If you want to call your number *down to the penny*, you have to look beyond traditional forecast metrics. The 6 metrics below are the **GOLD standard** for shockingly-accurate forecasts. If you're not using them, you're rolling the dice every time you submit your numbers.



## CLOSE DATE FLUCTUATION

Date fluctuation is a *good* thing. Changing a close date isn't bad in and of itself. It can be part of a perfectly healthy deal process. In fact, **closed-won deals fluctuate 107% more than closed-lost deals.**

It makes sense: Stale deals have stagnant close dates. No deal movement indicates a lack of communication. That's why there's nothing to update. Taking this metric into account increases accuracy by encouraging you to remove stale deals from your forecast.

Wining deals update their CRM close significantly more often than losing deals



## #2

### NUMBER OF DAYS MOVED

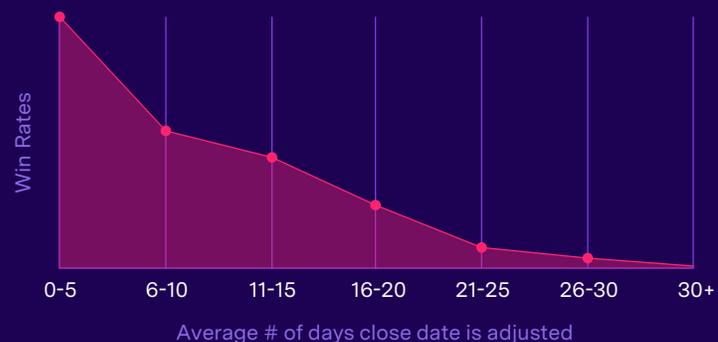
As deals progress, it's natural for the sign date to bounce around. Meetings push, requirements change, and new people come into the deal. **The number of days a date moves** is *everything*.

Major fluctuation (15+ days) = deal at risk

Minor fluctuation (up to 14 days) = smooth sailing

You need to know if a deal has pushed and by *how many days*. Use this metric in your forecast to separate “there’s-still-a-chance” deals from “maybe-next-quarter” ones.

#### Close rates decline the further you push out the close date



## #3

### REDLINES EXCHANGED

Find key moments in the sales cycle that indicate high buying intent. Take, for example, redlines. When companies get redlines back, that's a key indicator that the deal is moving toward signature.

Take a moment to identify intent signals for your org. Think about the buying journey from the customer's perspective, and connect pivotal moments in your sales cycle to your forecasting process to boost accuracy.



**“Instead of asking how many deals a rep is closing next month, I ask how many deals are in redlines right now. We know that's a key indicator.”**

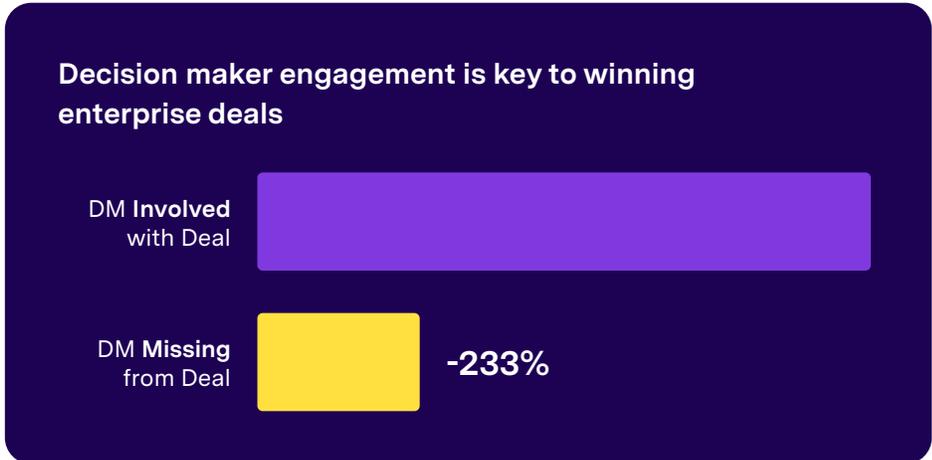
**Diego Panama**  
CCO, LiveRamp

## #4

### DECISION MAKER (DM) INVOLVEMENT

Your deal depends on getting to power. SMB deals are 80% less likely to close without a DM. The numbers are even more staggering in enterprise deals: **You're 233% less likely to close if the DM isn't involved.** (Ouch.)

It's safe to say that it's virtually *impossible* to close enterprise deals without a DM involved. Pressure test every forecasted deal to ensure a decision maker is involved – and don't forecast deals that are missing a DM. Roger that?  
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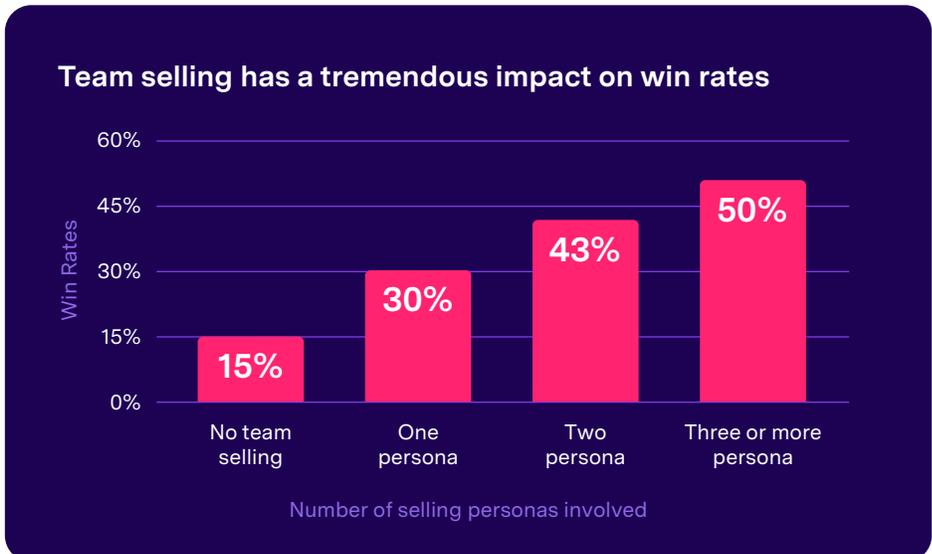


## #5

### TEAM SELLING ACTIVITY

If 3+ personas (e.g., sales leaders, sales engineers, customer success) have touched a deal, include the deal in your forecast. But if your AE is selling solo, you *might* want to reconsider. **Deals with team selling are 3X more likely to close** than those with no support.

Team selling impacts win rates because it builds trust and credibility. The more people from your team who are involved in a deal, the better.

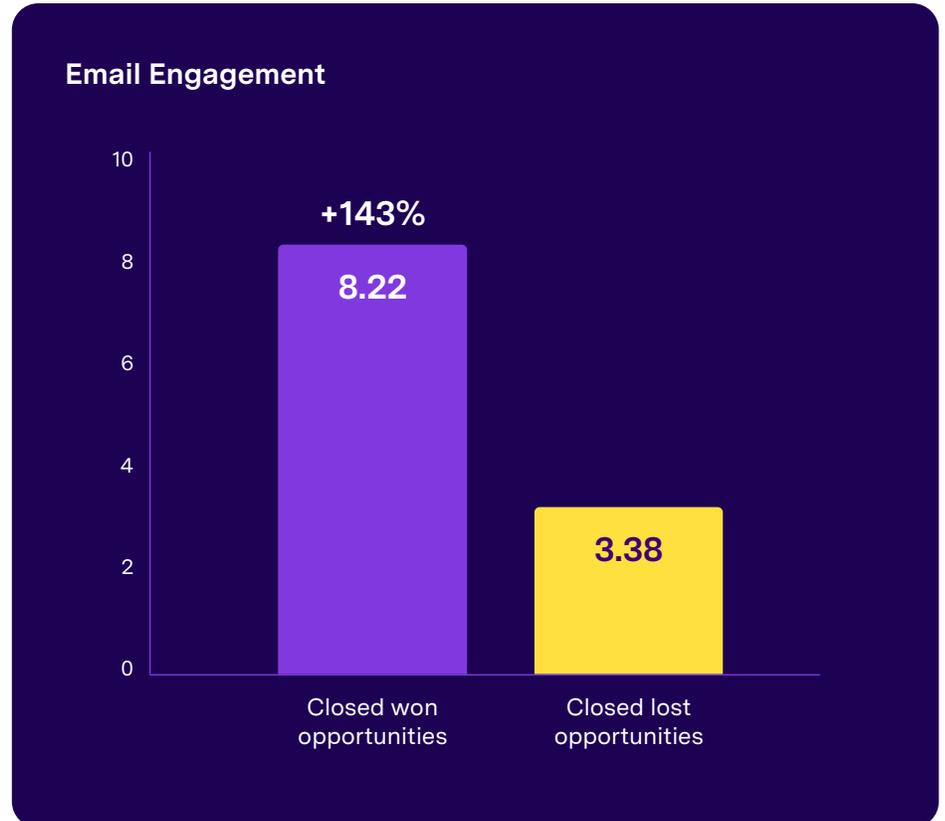


## #6

### EMAIL VELOCITY

Adding this data to your forecast is a game-changer. Why? **Closed-won deals have a higher email velocity** than deals that die — by a whopping 143%.

Prospects either engage via email or they don't. It's a TRUE indicator of whether the deal is going to close, so take it into consideration when you forecast. Ignore email velocity at your own risk.



### What do these 6 metrics have in common?

**They're reality-based.**

That means you're capturing what's really happening in the days, weeks, and months leading up to a sale. Reality-based insights are pulled from activity metrics which are the strongest predictors of closed-won deals.

Wondering how to add reality-based metrics to your forecast? [Book a demo](#) to learn how you can supercharge your coaching, deal execution, and forecasting.