



Are you having trouble identifying the gaps you need to fill to meet your sales goals?

Lubricant Marketers that succeed in the Oil & Gas Industry use Gap to Goal Analysis to determine the gaps they need to close to fill their sales pipeline, and you can, too!

CRM FOR OIL & GAS:

- **DETERMINE KEY SUCCESS FACTORS**

Typically, when a salesperson or manager looks at a full opportunity pipeline, they're unable to see the average win rate, number of days remaining in their fiscal year, and average deal size they would otherwise use to determine the likeliness their sales team will meet or exceed end-year goals.

- **BETTER DATA TO DRIVE GROWTH**

Gap to Goal Analysis exceeds industry demands to help sales teams analyze and summarize data to effectively and efficiently calculate their Gap to Goal. Lubricant Marketers can review data whenever they want. Having this information is crucial to organizational success. Use the product as your how-to guide for daily achievement!

- **CREATE BETTER FOCUS**

Numbers are always relevant and up-to-date in CRM for Oil & Gas. The system lets you analyze different gap to goal scenarios, such as: How is your company doing? How is a certain department doing, or how is a certain salesperson doing? And much more!

Report Date	9/9/2018	Department	Lubricants	Product Category	
Gap to Goal Type	Department	Salesperson		Report Type	All
		YTD Volume	72,952	YTD GP	
		Recent 12 Month Volu	203	Recent 12 Month GP D	
Number of Days Rema	323	Estimated Volume for	65,569	Estimated GP for Rema	
Estimated Gain or Loss	3,00	Adjusted Estimated Vo	67,536	Adjusted Estimated GP	
		Prorated Open Opport	260,407	Prorated Open Opport	
Ave Win Rate	24.29	Possible Volume from	63,253	Possible GP from Oper	\$12,...
		CY Volume Goal	359,000	CY GP Goal	\$1,222,500

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DEMO**

"After using Ledgeview's solution for over five years, people would be lost without it now. We rely on it today."

H.N. FUNKHOUSER