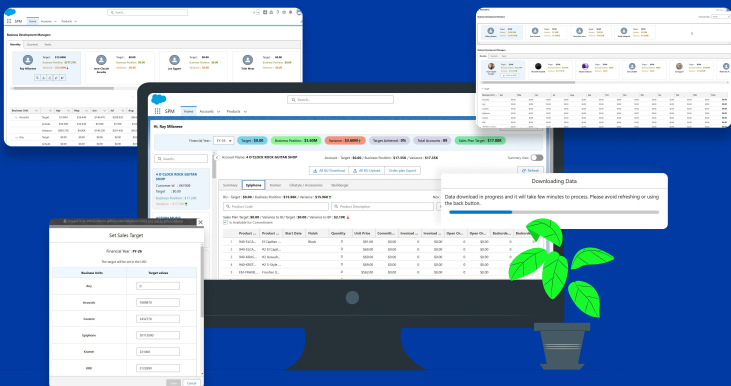
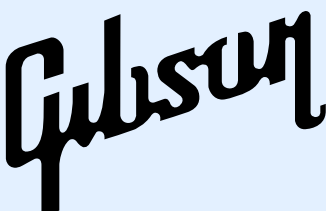


Transforming Sales Forecasting:

How Salesforce Empowered Gibson’s Revenue Predictions



The Challenge: Navigating Sales Forecast Complexity



Gibson, a global leader in manufacturing musical instruments, has a dedicated Sales Team comprised of Business Development Directors (BDDs) and Business Development Managers (BDMs) located across key regions, including the US, Europe, and Japan. Every Year, they faced significant challenges in streamlining their sales forecasting, goal setting, and budgeting processes, all of which were managed manually.

Key Pain Points

- **Fragmented Data:** Multiple spreadsheets and email communications
- **Limited Visibility:** No centralized tracking system
- **Slow Decision-Making:** Delayed sales planning processes
- Monthly, quarterly, and annual forecasting challenges

Collaborative Solution: A Salesforce Lightning Transformation by TechParrot

TechParrot carried out in-depth discovery sessions to understand Gibson’s core challenges and needs. After presenting their insights and receiving approval, they built a custom application on the Salesforce Lightning Platform. This solution streamlined Gibson’s sales forecasting and budgeting process by enabling Sales Directors to set annual sales targets, with Salesforce automatically consolidating the targets based on predefined percentage.

Solution Highlights

- **Automated Target Setting:** Intelligent sales target allocation
- **Real-Time Tracking:** Instant performance insights
- **Multi-Currency Support:** Flexible currency views
- **Seamless Integration:** Connected with D365 and PowerBI using Dellbhoomi
- Download/Upload functionality

Conclusion:

TechParrot’s custom Salesforce solution not only optimized Gibson’s sales planning and budgeting processes but also empowered their sales team with real-time data and deeper insights. By simplifying complex workflows, TechParrot enabled Gibson to achieve more predictable sales outcomes, improve collaboration, and ultimately drive business growth

Why Choose TechParrot?

TechParrot specializes in creating custom Salesforce solutions that empower companies to streamline their operations and enhance visibility. With expertise in Salesforce development, integration, and consulting, TechParrot is committed to delivering impactful solutions that transform complex processes and drive measurable results

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