



# Lative for Executives & Boards

Sales Planning and Decision Intelligence

lative.io info@lative.io

Executives and the board use Lative to align revenue strategy with company goals through clear insights, effective governance, and proactive management of risks and opportunities.

## ANALYSE

Sales performance, productivity & efficiency



Granular analysis to understand profitability and efficiency across the revenue organization

## PLAN

Short & long-range target, quota and capacity models



Bottoms up capacity planning with what-if scenarios to hit your short- and long-term growth targets

## TRACK

Execution against the plan



Connect top-down plans with bottoms up operational data to identify risks and opportunities

## Executives and the board can align strategy with governance and growth goals

- ◆ Ensure a data-driven company and revenue strategy that is aligned with market realities and company capabilities, providing increased confidence in investment plans and projections.
- ◆ Improved transparency and enhanced oversight provide clear insights into company performance and market dynamics, enabling more effective governance and performance monitoring.
- ◆ Optimize plans, resource allocation, and performance management to drive revenue growth, improve profitability, and effectively scale operations as your business grows.
- ◆ Get real-time visibility into any divergences from existing plans as they happen, helping you proactively course-correct for problems and capitalize on opportunities.