Average error of seven per cent

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Eight quarters · fictional document

> **Fictional document — demonstration example**
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> **Fictional document**, produced for demonstration. **A forecast corrected afterwards is always right, and it is no longer of any use.**

What is published	Content
Landing forecast	**With a range**
Deals that swing the range	**4 deals = 60 % of the gap**
Average error over eight quarters	**7 %**
Quarters missed by more than 15 %	**2**

What happened both times

A large deal slipped from one quarter to the next — an event nothing in the data announced.

What guarantees a forecast stays a forecast

What the agent holds for you	What you gain
Every forecast stays as it was written, dated, beside the actual	**You measure how accurate your forecasts are instead of finding them corrected after the fact**
A forecast is presented as a range, and the commitment stays yours	**A range that becomes a target stops being a forecast — you would keep the figure and lose the instrument**

> **Deals then move to fall in the right box: it is the invoicing calendar that adjusts, not the activity.**

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