# GPTfy Predict

# Stop Guessing Which Deals Will Close.

Your reps chase the wrong deals. Your forecasts miss. GPTfy Predict fixes both.

**80%**
of sales orgs miss forecast by 10%+
Forecastio / Gartner, 2024

**50%**
of rep time spent on prospects that won't close
Forrester, 2023

**78%**
of sales orgs missed quota in 2024
Pavilion, 2024

## You've Been Promised This Fix Before

THE CHALLENGE

Machine learning scoring needed data science teams most orgs couldn't justify. Prescriptive tools offered best-practice guesses, not data insights. You had no data-driven way to score deals - and no way to apply contextual intelligence at scale.

### Stage Probabilities Were the Only Option

Until now, the best sales forecasting tool was a stage percentage. Machine learning-backed scoring required data science teams, months of setup, and dedicated infrastructure most sales orgs couldn't justify.

*"Pipeline health and forecasting - those are two things that are quite time-consuming. Anything that helps improve data hygiene to improve pipeline accuracy or forecasting accuracy." - Sales Operations Leader, Retail Media*

### Fit Scoring Was Too Complex to Build

Scoring opportunities by account tier, industry, deal size, product fit, and strategic value across dozens of dimensions required ML that was out of reach. Manual routing rules couldn't keep up.

*"That's the kind of pressure they're being put under - we have to get these to close won as quickly as possible." - IT Leader, Insurance*

### Early Warnings Depended on Who Reviewed

Pipeline reviews were the early warning system - but they couldn't scale to every deal, and quality depended on who ran them. Smaller opportunities slipped through. Standardization was nearly impossible.

*"This is essentially what we wanted out of the Deal Coach - something to provide an output of a recommendation to the sales rep." - IT Leader, Insurance*

## ML-Backed Opportunity Scoring Meets Contextual Intelligence

### Before GPTfy Predict

Stage percentages as best guess
No multi-dimensional fit scoring
No automated early warnings

### With GPTfy Predict

Score by MEDDPICC + Fit + Engagement
Rank every deal by win probability
Flag risks before pipeline review

### Your Future

Route best-fit deals to top reps
Kill bad fits early
Hit forecast

## How It Works

**1 Analyze Historical Data**
~100 fields per opportunity - win rates, text patterns, correlation effects

**2 Validate with 6 ML Algorithms**
Machine learning algorithms validate what predicts wins - AUC > 0.8, validated against holdout data

**3 Deploy Scoring Formulas**
Deploys on your infrastructure (BYOM) - your data stays in your environment

**4 Score & Self-Improve**
Every deal scored with AI actions. Monthly batch recalculation learns from new outcomes - accuracy improves over time

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Opportunity
**Acme Corp - Platform License - Cold Deal**

Edit | Delete | Clone

**Executive Snapshot**

| WIN PROBABILITY | DEAL HEALTH | OPPORTUNITY SCORE | INDUSTRY | DEAL SIZE |
|---|---|---|---|---|
| **10.8%** | **CRITICAL** | **17/100 (Cold)** | **Manufacturing** | **Small** |

**Priority Action:** Confirm budget allocation with economic buyer (+7.8% expected lift)

**Bottom Line:** This deal is significantly underperforming due to missing milestones, weak engagement, and a losing competitive position. Immediate corrective actions are required to improve win probability.

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**GPTfy**
gptfy.ai

available on the AppExchange

Get it from Microsoft AppSource

# What Your Reps See for Every Deal

Two types of intelligence. One analysis.

## Score Every Opportunity

Three-pillar opportunity scoring with full formula transparency. Every number explained.

+ **MEDDPICC qualification (50%)** - 8 dimensions scored /10: Metrics, Economic Buyer, Decision Criteria, Decision Process, Paper Process, Identify Pain, Champion, Competition

+ **Fit scoring (25%)** - Account Tier, Industry Fit, Deal Size, Lead Source - route best-fit deals to the right reps

+ **Engagement scoring (25%)** - meetings, emails, calls vs segment median. Flag bottom-quartile activity before deals go stale

+ **Win probability formula** - (Base Rate + Milestone Lifts) x Competitive Multiplier. New Business=16.6%, Renewal=87.1%, Upsell=54.2%

+ **Similar deal analysis** - 20 close won + 20 close lost deals like yours. Why similar deals were lost. Your success playbook

## Act on Every Score

Artificial intelligence analyzes every score and delivers specific actions with their exact impact on win probability.

+ **Milestone impact math** - Budget Confirmed=+12%, Proposal Sent=+8%, POC=+5%, DM Engaged=+4%, Demo=+3% - each adjusted by competitive multiplier

+ **What-if simulations** - "Improve competitive position: +8.0% lift." 1,000 Monte Carlo iterations per scenario with confidence levels

+ **Activity gap analysis** - "1 meeting vs median 5. 5 emails vs median 32." Specific actions to close the gap

+ **Two-week action plan** - Day-by-day priorities: who to call, what to send, which meetings to schedule

+ **Creative tactics** - second LLM pass: reference customer intros, bundled pricing strategies, fast-track ROI pilots

> "This appears to be a lot more useful than what we are getting back with the deal coach. That's essentially what we wanted - something to provide a recommendation to the sales rep of what they can do to get that opportunity to close won."
>
> - IT Leader, Insurance

## How We Build Your Scoring Model

*Two-week analysis with your business unit*

**1** **Close Won/Lost Patterns**
Analyze outcomes by product, region, industry, account tier, deal size, rep, and lead source

**2** **NLP Text Analysis**
Surface win/loss patterns from notes, emails, and comments (e.g., "Price" in 35% of losses)

**3** **Milestone Impact**
Quantify which milestones have the strongest lift on close won in your historical data

**4** **Interaction Effects**
Find where two fields together shift win probability more than either alone

**87%+** prediction accuracy    **91%** formula vs ML accuracy    **Self-improving** monthly            *BYOM - OpenAI, Claude, Gemini, or your preferred model*

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### Questions From Sales Leaders and RevOps Teams

**DATA**
**How much historical data do we need?**
Typically 1,000+ closed opportunities (won and lost). We train across 6 ML classification models to validate which fields predict outcomes.

**ACCURACY**
**How do scores stay accurate over time?**
Monthly batch recalculation learns from new close won/close lost outcomes. Formulas update automatically - no ML retraining required.

**REQUIREMENTS**
**What infrastructure does Predict require?**
A Salesforce org with historical opportunity data, an ML environment for initial model validation (Azure ML Studio, AWS SageMaker, or similar), and a BYOM AI provider for ongoing intelligence (OpenAI, Claude, Gemini).

**SETUP**
**How long to deploy?**
Analysis completes in two weeks. Includes coordination with your business unit to understand data modeling, opportunity stages, and sales process. Scoring formulas deploy as native Salesforce formula fields.

**SECURITY**
**Where does our data go?**
Your data stays in your infrastructure. Salesforce formulas score locally. AI analysis uses your BYOM provider (OpenAI, Claude, Gemini, or other).

**PLATFORM**
**What is GPTfy?**
GPTfy is a 100% Salesforce-native managed package. No external servers, no data copies. Over 100 enterprise customers on AppExchange.

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*"I'm a firm believer of deploying pilots and seeing the value than just looking at presentations." - CTO, Financial Services*

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