FUTURE OF SALES PREDICTION
Phase 1: Problem definition and Design thinking

Problem definition:

Sales prediction - also commonly called sales forecasting. It is the process of estimating future sales by predicting the amount of product or services an individual salesperson, a sales team, or a company is likely to sell in a fixed time period i.e. next week, month, quarter, or year.

Design thinking:

Over the past few years, design thinking has quickly gained momentum in the business world. Some of the world's leading brands the likes of Apple, Google, HBO, Samsung, World Bank, and General Electric—have embraced design thinking as a means of optimizing product innovation. At its core, design thinking is a methodology for creative problem solving. In stark contrast to analytical thinking, which involves the breaking down of ideas, design thinking involves the building up of ideas.

Times are changing. The sales cycle is becoming increasingly complex and customers are demanding a more personalized experience. If you're a sales rep, you know you need to up your game and become more innovative. Sales teams are recognizing the value of incorporating a design thinking approach into their daily activities such as:

1. Empathize:

Empathy is at the core of design thinking. Empathy involves both a cognitive dimension—an ability to look at a situation from another person's perspective—as well as an affective dimensions—an ability to relate to relate to a person and develop an emotional bond with them.

The importance of [empathy in sales](#) cannot be overstated. Empathy is a key predictor of sales success. Begin by understanding the needs and pain points of the stakeholders involved in sales prediction, such as sales teams, inventory managers, and executives.

2. Define:

The objective of the define stage is to craft a problem statement or, in design thinking speak, a point of view. So often sales people define the problem before developing an empathetic understanding of a buyer's needs.

Clearly define the problem you are trying to solve in the context of sales prediction. Develop a problem statement that encapsulates the challenge and aligns with business objective.

3. Ideate:

The ideate stage unlocks the true potential of design thinking, especially in the context of sales. This is when the focus shifts from problem identification to solution generation. And it's all about quantity—about generating a wide range of possible solutions, not necessarily the final solution. It involves thinking beyond the obvious and necessarily entails significant creativity.

If the customer sells a free or inexpensive product or service, take it for a test run. Read through customer community forums and reviews. Encourage creative thinking and generate a wide range of ideas through use of techniques like mind mapping, brainstorming sessions.

4. Prototype:

The fourth stage of the design thinking process is prototyping. It is developing more fleshed-out and scaled solutions. Prototyping is an opportunity to have a more directed conversation with your customer after the discovery calls.

These prototypes can be in the form of simplified modules, dashboards or data visualization.

5. Test:

The final stage of the design thinking process is to test the final offering. During the test phase, salespeople need to be strategic and see themselves on the same team as the customer.

In a world where each customer yearns personalized selling wants, this mindset is problematic. Design thinking - which is especially well suited for solving ambiguously defined problems. it is key to establishing a genuine connection with customers and engaging them throughout the sales process. It's key to sales success.