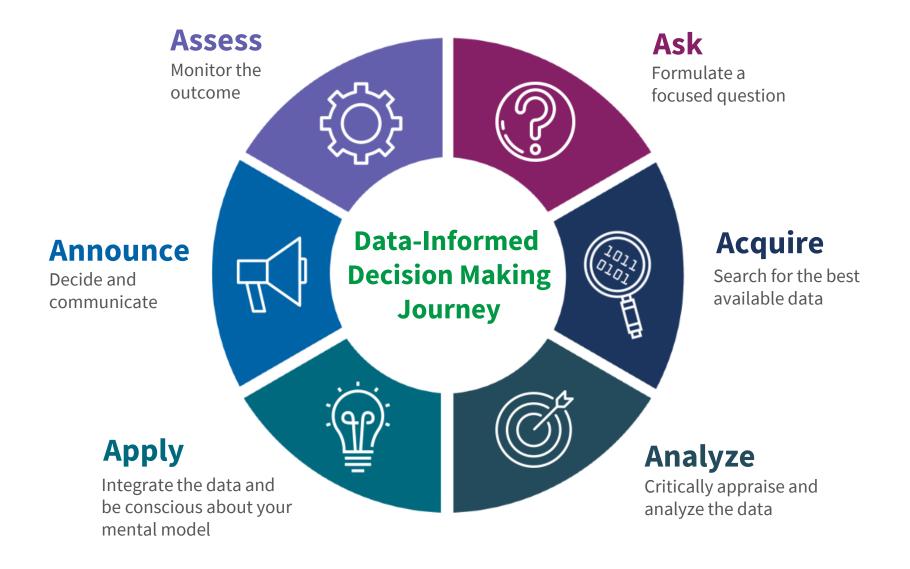
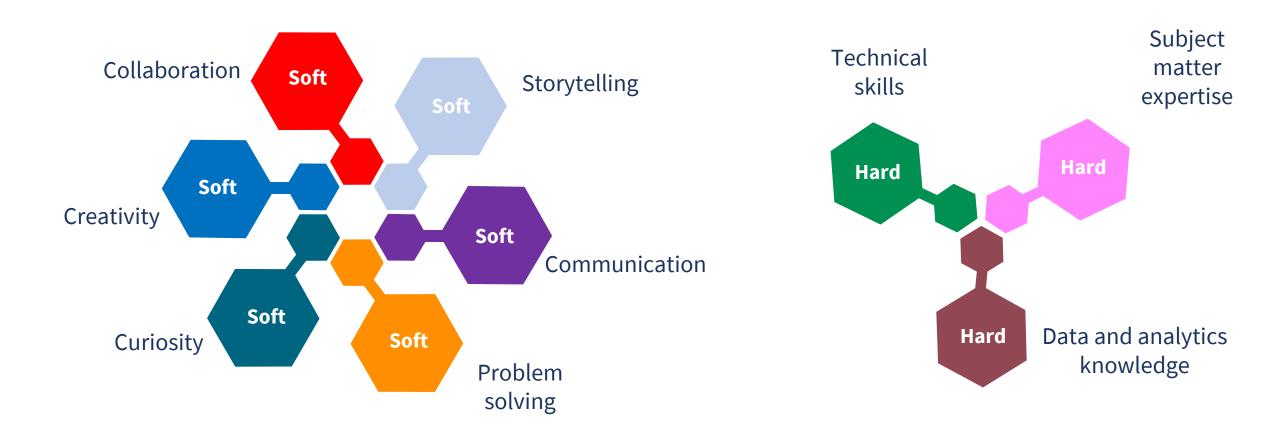


Begin Your Data-Informed Decision Making Journey





Required Data-Informed Decision Making Skills



Applying Data-Informed Decision Making





Case Study: Microsoft

Microsoft

Financial Impact

- High potential accounts lacking attention
- New hires not fully trained

Results

- Dashboards for 500 leaders
- Updates for 4,000 sellers
- Platform to join CRM & behavioral data

Cloud First Business

- New sales model
- Sales organization needed transformation

- Utilized behavioral data and sales data
- Established governance model



Case Study: Elsevier



ELSEVIER

Sales Team Impact

- Lack of timely insights slowed sales team
- Without current data, sales process inefficient

Results

- Transformed company culture
- Instant access to data
- Faster sales decisions

Data Utilization

- Sales data in disparate systems
- Monthly spreadsheets not meeting needs

- Consolidated data from multiple systems
- Created dashboards on the CRM tool
- Utilized data visualizations



Case Study: Concur

SAP Concur C·

Financial Impact

- Sales team couldn't find what they needed
- Time lost on sales prospects
- Using outdated information

Results

- 95% of sales team use the dashboard
- Saves average 4 hours per week
- Simplifies buyer lifecycle

Sales Process Obstacles

- Outdated sales tools
- Thousands of pieces of content in multiple systems
- · No way to measure effectiveness

- Centralized repository for all information
- Data integrated with CRM tool for dashboard
- Implemented machine learning



Case Study: Anheuser-Busch InBev

ABInBev

Sales Team Impacted

- Manual data analysis 10-20 hours weekly
- Less time to strategize and work with customers

Results

- Established centralized KPIs across sales team
- Easy access to reports
- Saved 248K hours yearly on manual analysis

Struggle to Analyze Performance

- Varying performance metrics
- Siloed data
- Hundreds of tools

- All data into a cloud-based data warehouse
- Sales performance and pricing analyzed
- Revenue drivers identified