

## News

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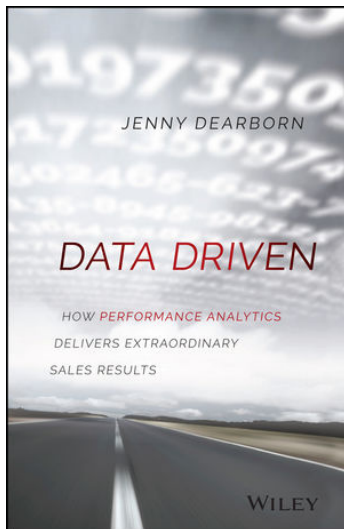
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### **New Book Reveals How Big Data and Analytics Can Help Form a Successful Sales Strategy**

How to leverage data analytics to transform the corporate sales function and increase sales success

*"A must read for all sales managers. Jenny uses colorful, fictional characters that engage in a constructive mind-set shift, which leads them to integrate all sales functions into a comprehensive data driven system. A fun and fast read for Millennials and a career survival handbook for anyone over 35."* —Gerhard Gschwandtner, Founder and Publisher, **Selling Power**

*"This enjoyable read by Jenny Dearborn combines a relatable story about a struggling sales force with real-life, cutting-edge concepts that will teach you and your team all about data analytics and how to apply them..."* —**Ken Blanchard**, Coauthor of *The One Minute Manager*®



Customers and sales are considered the lifeline of any business. It is not uncommon to find companies across boardrooms looking to devise the next, improved “sales strategy”. *“One of the reasons why this happens so often is because the challenge companies’ face is winning new customers, earning their loyalty and driving repeat purchases. This can be even more difficult in a competitive ecommerce landscape”* says Jenny Dearborn author of the new book [Data Driven: How Performance Analytics Delivers Extraordinary Sales Results](#) (ISBN: 978-1-119-04312-6, March 2015).

According to Dearborn, *“Data can be your best friend. Although a lot of companies talk about using Big Data, few actually understand how to use it to their advantage. My aim with this book is to show readers how to transform the corporate sales function by leveraging big data into better decision-making, more informed strategy, and increased effectiveness throughout the organization”*.

[Data Driven: How Performance Analytics Delivers Extraordinary Sales Results](#) is the first book to show readers how to make data an integrated part of the entire sales cycle. The book presents the fictional story of Pam Sharp. Pam is the new Chief Sales Officer at Trajectory Systems and under intense pressure to deliver higher performance from her team. Readers will learn how data analytics become the ultimate driver behind the sales function turnaround. It explains why the Prescriptive Action Model is the key corporate sales weapon of the 21st Century, and how business can implement this dynamic new resource to bring value to their business.

As Senior Vice President and Chief Learning Officer for SAP, Dearborn is a leading authority on sales enablement and training and proposes that *“predictive and prescriptive analytics is poised to change corporate sales, and companies that fail to adapt to the new realities and adopt the new practices will be left behind”*. She was one of the pioneers of the data driven sales revolution and has worked at Hewlett Packard and SAP and collaborated with dozens of other

firms including Microsoft and Salesforce.com to revitalize sales in even the tightest markets. Some of the key takeaways from the book include:

- Exploit data as one of the last remaining sources of competitive advantage
- How to re-engineer the sales function to optimize success rates
- Implement a more effective analytics model to drive efficient change
- Boost operational effectiveness and decision making with big data

Big data is more than a buzz word and should instead be a pillar of a company's sales strategy. but so far almost no one is optimally leveraging these tools. Applying big data well will empower and elevate businesses in a new and changing landscape that needs them more than ever.

### **About the Author**

**JENNY DEARBORN** is a leading authority on sales enablement and training, with expertise in big data and predictive analytics. As Senior Vice President and Chief Learning Officer for SAP, she designs and drives employee learning and enablement strategy. Dearborn was recognized as one of the 50 Most Powerful Women in Technology in 2014 by the National Diversity Council, and through the Fortune Most Powerful Women Network, she is a mentor for the U.S. State Department to female entrepreneurs in developing countries. Her team was named by eLearning Magazine the #1 top performing corporate learning organization in the world in 2013.

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