

A “how-to” guide to boosting sales through predictive and prescriptive analytics

Across business functions, competitive edge is being replaced by competitive efficiency. There are few, if any, unexploited market openings. Instead, winning businesses gain their advantage by taking smarter actions and predicting. Big data and analytics are the keys here, but so far almost no one is optimally leveraging these tools. Especially in sales, we pick up crumbs of insight here and there and timorously try a few things out, but mostly stick to the safety of our gut reactions. What we’ve been lacking is an all-encompassing approach to data analytics. *Data Driven: How Performance Analytics Delivers Extraordinary Sales Results* is the first book to show how to make data an integrated part of the entire sales cycle. When we can do that, the breakthrough results will follow.

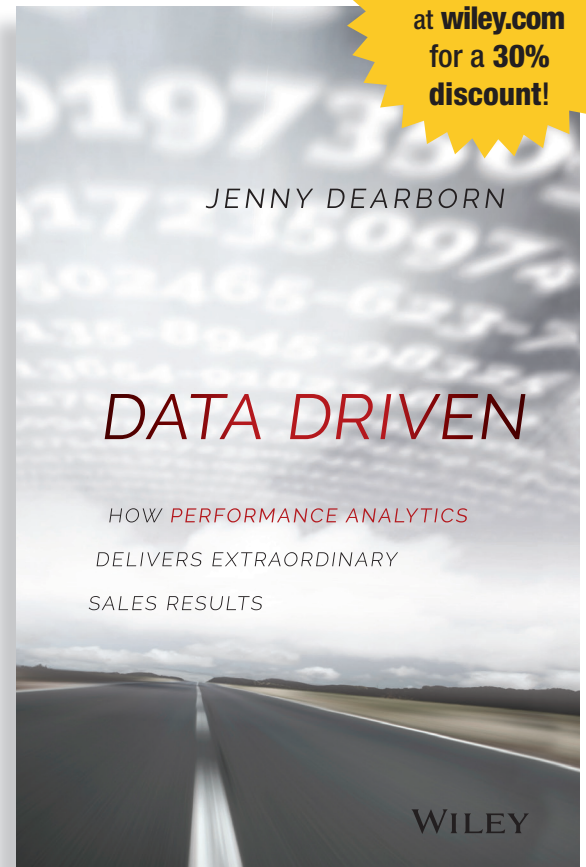
Sales used to run on hunches and intuitions, but those days are over. Author Jenny Dearborn was one of the pioneers of this revolution in the sales function, and she has worked at Hewlett Packard and SAP and collaborated with dozens of other firms including Microsoft and Salesforce.com to revitalize sales in even the tightest markets. These experiences, along with over 100 interviews with top global sales leaders, formed the foundation for *Data Driven*, which presents the fictional story of Pam Sharp. Pam is the new Chief Sales Officer at Trajectory Systems and readers will see themselves in her effort to turn a flagging sales department into a driver of sustainable growth. Instead of taking a “buffet” approach, Pam generates organizational buy-in and builds data right into the structure of the company in a way that any enterprise-level sales leader can replicate.

In each chapter of *Data Driven*, Dearborn summarizes and provides insightful commentary on Pam’s story, distilling the crucial lessons into how-to steps. The book culminates with the Prescriptive Action Model—a four-step process for going from data collection to action and pushing sales into the future. Charisma and “sales sense” won’t get businesses far in today’s tech-driven markets. Successful sales managers are already transforming sales into a fluid system of informed actions that translate into productivity. *Data Driven* will help leaders stay on the leading end of this fast-moving curve.

 Available wherever books and e-books are sold.

Wiley is a registered trademark of John Wiley & Sons, Inc.

Use code
WLY14
at wiley.com
for a **30%**
discount!



978-1-119-04312-6 • Hardcover
US \$28.00 • CAN \$31.00 • £18.99

WILEY

Praise for Data Driven

“Too often, the only data sales leaders have are backwards-looking, seen through the rear view mirror; but now with the ideas and models in *Data Driven*, you can use data to look through the windshield, to see where you’re going.”

—**Randy Seidl**, CEO, Revenue Acceleration, LLC

“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. Read this book and learn from an expert how to transform the sales process in your organization and get powerful results.”

—**Ken Blanchard**, Coauthor of *The One Minute Manager*[®]

“Jenny Dearborn has written a must-read for leaders at every level of growth-hungry businesses. *Data Driven* is a blueprint for building winning strategies, successful sales teams and sustainable customer relationships.”

—**Bill McDermott**, CEO, SAP

“Jenny Dearborn’s Prescriptive Action Model wrestles sales strategy from the grips of hindsight-driven thinking and offers a refreshing approach to real sales growth using data-driven foresight.”

—**Charles L. Fred**, Group President, Xerox and author of *Breakaway*

“If you want to take the sales function of your company to the next level, you’ve got to read *Data Driven!* Through an engaging fictional story and insightful commentary, Jenny Dearborn makes the complex subject of data analytics interesting, accessible, and practical.”

—**Chuck Battipede**, Senior Vice President, Learning & Development, Hewlett-Packard

“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*

“Jenny Dearborn knows more than anybody about learning, analytics and sales organizations. If your future involves any of these, read this book!”

—**Brandon Hall**, Founder, Brandon Hall Group

“While *Data Driven* is a ‘must follow’ for any organization struggling with sales effectiveness, the roadmap and lessons included are relevant for any business transformation that requires accelerating team performance through laser-focus on the game-changing actions derived from multi-dimensional analytics.”

—**Angela Cinefro**, Chief Human Resources Officer, Clarity Solution Group

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.

 Available wherever books and e-books are sold.