

Turning Data into Revenue: Decision-Making Analytics for Sales Executives

Live virtual
May 6–8, 2025
\$3,000*

Turning Data into Revenue: Decision-Making Analytics for Sales Executives will teach you how to integrate data for more efficient and effective decision-making on sales and revenue generation. You will learn to evaluate, test and make adjustments—getting the right salespeople doing the right things for the right customers, driving improved sales and profit.

This three-day program provides a thorough overview of how current and aspiring sales leaders can use cutting-edge analytics techniques and technologies to drive greater sales success and profitability.

“In today’s data-rich environments, it can be tempting to measure broadly, then cherry-pick the results that seem most compelling. But just because data are widely available doesn’t mean everything is meaningful. In fact, the breadth of data availability is precisely why business leaders need to be more specific and discerning when choosing what to measure to improve outcomes.”

JOEL SHAPIRO, ACADEMIC DIRECTOR

Key benefits

- Gain a thorough understanding of the kinds of problems sales leaders can solve using analytics
- Identify key business processes and match them to the right analytics tools and technologies
- Inform critical sales decisions with analytical output
- Effectively collaborate with data teams
- Learn to build and lead a data-savvy sales organization

Who should attend

Current and aspiring sales leaders in all areas of sales including:

- Operations
- Sales force management
- Compensation
- Revenue operations

Learn more and apply: kell.gg/kxsalesana

*Dates and program fees are subject to change.

Program content

Utilizing a sales analytics strategy to generate sales value

- Learn what it means to build an analytics strategy
- Discover how analytics can bring value to sales leaders and organizations
- Identify the underlying key principles for the appropriate use of analytics
- Define the Sales Analytics Maturity Curve and explore use cases for each stage

Quantifying and managing sales opportunities for long-term benefit

- Learn how to value prospects and opportunities for effective planning and decision-making
- Understand how and why prospect/opportunity value should be at the heart of important sales decisions

Achieving sales analytical maturity with exploratory and predictive analytics

- Utilize a three-pronged framework describing the application of exploratory and predictive analytics (EPA) to sales
- Engage in interactive exercises using a predictive modeling tool to generate predictions and insights

Taking action and knowing what works through prescriptive analytics

- Identify the best way to create reliable and profitable business rules using exploratory and predictive analytics
- Explore the role of “test and learn” in sales
- Gain insight into running business experiments
- Evaluate alternatives to experimentation

Building and leading a smart sales organization

- Review the keys to building and leading a sales organization that embraces and embeds analytics into decision-making
- Learn what to look for when hiring and how to set expectations for your team
- Discover how to assess sales analytics technologies and best practices for working with data teams

The faculty

Joel Shapiro, J.D., Ph.D.

Academic Director; Clinical Associate Professor, Managerial Economics & Decision Sciences

Please note: Faculty is subject to change.



Your learning experience

Whether you choose to join us in-person or in a live virtual format, you'll be immersed in a rich learning environment that fosters personal growth. You'll be guided through a transformative experience with our world-renowned faculty and active engagement with your peers.

Learn more and apply:
kell.gg/kxsalesana

Consult with an Advisor:
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