

Advanced Analytics for Sales Leaders

Utilizing the Power of Data to Drive Sales Performance

ACADEMIC DIRECTOR: Joel K. Shapiro

TOPIC OVERVIEW — LIVE VIRTUAL FORMAT

This live virtual program will be offered in half day sessions and will include regular breaks and significant interaction with faculty and other participants. All times are Central Time.

	DAY 1: Monday	DAY 2: Tuesday	DAY 3: Wednesday		
MODULE 1 Early Morning	9:30am - 11:00am CT The Keys to a Great Sales Analytics Strategy: Generating Sales Value	9:30am - 11:00am CT Achieving Sales Analytical Maturity with Exploratory and Predictive Analytics - Part 1	9:30am - 11:00am CT Prescriptive Analytics: Taking Action and Knowing What Works		
MODULE 2 Late Morning	11:00am - 12:30pm CT Prospect Value: How to Quantify and Manage Sales Opportunities for Long-Term Benefit	11:00am - 12:30pm CT Achieving Sales Analytical Maturity with Exploratory and Predictive Analytics - Part 2	11:00am - 12:30pm CT Building and Leading a Smart Sales Organization		

Learn more and apply:
kell.gg/kxsalesana

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