

Data Strategy & Culture Training

Page 1/2

for Sales Manager

You are a ...

- Sales-Manager
- CRM-Manager
- Head of Sales
- ... or in a similar position ...

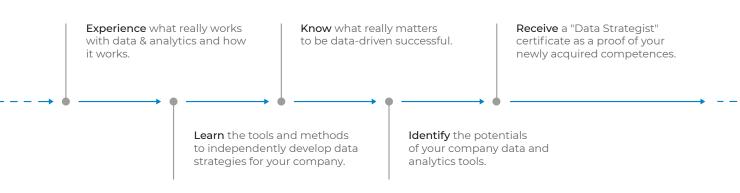
- ... and are facing the following challenges?
- Proving the success of your sales activities.
- Design the right sales strategy.
- Segment your customers in a data-driven way.
- Analytically prioritize your sales opportunities.
- To find the optimal pricing & promotions.
- Implement CRM dashboards and sales analytics in your department.

Then we recommend you participate in the seminar

Data Strategy & Culture – with data on marketing & sales success,

to learn:

- What customer data and indicators you should collect to gain valuable insights into customer behaviour.
- How to find realistic goals with the right KPIs and measure goal achievement to get there faster.
- How to transform your sales data-driven to keep your team motivated and focused.
- What **Big Data**, **Predictive Analytics**, **Machine Learning and Artificial Intelligence** can really do and how you can use them to **increase your sales and revenues**.
- How to outrun the competition by continuously building your sales analytics for the long term.
- ... and much more! Profit both personally and professionally:



Book one of our seminars now: www.datentreiber.de/fortbildung/data-strategy



Data Strategy & Culture Training

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Page 2 / 2

Data Strategy & Culture Training

Presence training with Martin Szugat

Online training with Martin Szugat

> 10% Team discount for +2 participants

4 half days plus homework appointment.	

€ 1.800,00 plus 19% VAT.

€ 1.350,00 plus 19% VAT.

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2 days

20% Follow-up discount book several trainings or follow-up training

Current dates and venues can be found at: www.datentreiber.de/fortbildung/data-strategy/#termine

What our customers say:

"As one of the leading strategy consultancies for marketing and sales, "data strategy and data science" are part of our tools of the trade in almost every project. **Datentreiber inspires and helps** us to constantly question and develop our own processes. Martin Szugat is not only convincing with his technical expertise, but also manages to **inspire our consultants once again for the challenging topic of "data"**."



Dr. Christian von Thaden Managing Partner & CEO Batten & Company GmbH

Batten & Company Marketing & Sales Consultants

Your trainer Martin Szugat:

With the strategy consultancy Datentreiber, I support companies in their digital transformation to data-driven business models and processes. Since 2014, I have also been the program director for the Predictive Analytics World & Deep Learning World conferences in Germany.

Before Datentreiber, I was shareholder and managing director of SnipClip, an agency for **social media marketing & analytics solutions**. As a bioinformatics graduate, I have done research in **machine learning** and **data mining** as well as worked as a freelance technical writer and IT consultant.



