



International Training  
Center Paris

# TRAINING SCHEDULE



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# SALES ANALYTICS AND DATA-DRIVEN DECISION MAKING

## Overview:

The Sales Analytics and Data-driven Decision Making training program is designed to equip participants with the skills and knowledge necessary to use data to make informed decisions in sales. Participants will learn how to analyze sales data, create data-driven sales strategies, and effectively communicate data insights to stakeholders.

### Objectives:

- Develop an understanding of the role of data analytics in sales
- Learn how to collect and analyze sales data effectively
- Create data-driven sales strategies
- Understand how to communicate data insights to stakeholders
- Learn how to use data to make informed decisions in sales

The training program will include lectures, case studies, group discussions, and practical exercises. Participants will have the opportunity to apply the concepts learned in the training program to real-world sales data analysis and decision-making scenarios. By the end of the training program, participants will have an advanced understanding of sales analytics and data-driven decision making, and the skills necessary to use data to make informed decisions in sales.

## Targeted Groups:

- Sales analysts
- Sales managers making data-driven decisions
- Business intelligence professionals in sales
- Sales strategists using analytics for optimization
- Professionals aiming to enhance sales performance through data analysis

# Planning:

## **Day 1: Introduction to Sales Analytics and Data-Driven Decision Making**

- Understanding the role of data in sales
- Introduction to sales analytics tools and techniques
- Collecting and managing sales data

## **Day 2: Sales Data Analysis**

- Using Excel and other tools to analyze sales data
- Identifying patterns and trends in sales data
- Creating charts and graphs to visualize sales data

## **Day 3: Creating Data-Driven Sales Strategies**

- Understanding the customer journey
- Using data to identify target customers and markets
- Developing data-driven sales strategies

## **Day 4: Communicating Data Insights to Stakeholders**

- Creating effective sales data presentations
- Techniques for communicating data insights to stakeholders
- Best practices for data-driven decision-making

## **Day 5: Making Informed Decisions with Sales Data**

- Understanding statistical concepts in sales data analysis
- Using data to inform sales decisions
- Best practices for using data to make informed decisions in sales