



Data Strategy & Culture Training

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:

Experience what really works with data & analytics and how it works.

Know what really matters to be data-driven successful.

Receive a "Data Strategist" certificate as a proof of your newly acquired competences.

Learn the tools and methods to independently develop data strategies for your company.

Identify the potentials of your company data and analytics tools.

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





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Presence training with Martin Szugat	2 days	€ 1.800,00 plus 19% VAT.
Online training with Martin Szugat	4 half days plus homework appointment.	€ 1.350,00 plus 19% VAT.

 10% Team discount
for +2 participants

 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.



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