Sales Analytics & Data-Driven Performance Measurement Training Course



07 - 11 Dec 2026

Düsseldorf

5900 € (Per Person)

Ref: #SAL1300_38820

Course Introduction / Overview:

This training course is designed for sales leaders and professionals who want to move beyond intuition and use data to drive strategic decisions and improve performance. In today's highly competitive market, a data-driven approach is no longer a luxury, it's a necessity for predicting trends, optimizing sales cycles, and identifying areas for growth. This course provides a comprehensive framework for using analytics to understand sales performance, from lead generation to deal closure. We will explore key principles from prominent academic authors in the field, such as Thomas H. Davenport, whose work on analytics and competitive advantage provides a foundational approach to this program. His book, "Competing on Analytics: The New Science of Winning," provides a blueprint for how organizations can use data to outperform their rivals. BIG BEN Training Center has designed this curriculum to ensure participants can collect, analyze, and interpret sales data to make informed decisions. By mastering these principles, professionals will not only improve their team's efficiency but also gain a powerful competitive edge by turning raw data into actionable business intelligence.

Target Audience / This training course is suitable for:

- Sales managers and directors.
- Sales operations analysts.
- Business intelligence professionals.
- Marketing and revenue operations specialists.
- Strategic planners.
- Data analysts and scientists.
- Corporate executives focused on sales strategy.
- Government agencies and non-profit organization leaders.

Target Sectors and Industries:

- Technology and software.
- Financial services.
- Retail and e-commerce.
- Telecommunications.
- Manufacturing.
- Consulting and professional services.
- Healthcare.
- Government agencies and their equivalents.

Target Organizations Departments:

- Sales and business development.
- Sales operations.
- Marketing.
- Business intelligence.
- Data analytics.
- Finance and planning.
- Information technology (IT).

Course Offerings:

By the end of this course, the participants will have able to:

- Develop a data-driven sales strategy.
- Identify key sales metrics and performance indicators (KPIs).
- Use a CRM system for effective data collection and analysis.
- Create custom reports and dashboards for performance tracking.
- Forecast sales trends using historical data.
- Analyze sales pipeline health and identify bottlenecks.
- Use analytics to optimize lead scoring and qualification.
- Measure the effectiveness of sales campaigns and initiatives.
- Identify top-performing sales behaviors using data.
- Present data-driven insights to leadership and stakeholders.

Course Methodology:

This training course uses a practical, hands-on methodology to ensure a deep and applicable understanding of sales analytics. The program is built around a series of real-world datasets and case studies that challenge participants to apply analytical techniques to solve common sales problems. We will use a workshop format to facilitate group discussions and collaborative problem-solving, where attendees can work through a complete sales analytics project from data collection to final presentation. The curriculum is designed to be highly engaging, with live system demonstrations and expert-led Q&A sessions. A key part of our approach is the use of practical exercises where participants will build their own reports and dashboards, allowing them to directly apply their knowledge. The focus is on moving beyond theory to developing a hands-on skill set that can be used immediately. BIG BEN Training Center is committed to providing learning experience that empowers professionals to leverage the power of data, transforming them into strategic assets who can drive revenue and make informed business decisions.

Course Agenda (Course Units):

Unit One: The Foundation of Data-Driven Sales.

- Understanding the importance of sales data and analytics.
- Identifying key sales metrics and performance indicators (KPIs).
- Setting up a CRM for effective data collection.
- The sales funnel and its key stages.
- Understanding the difference between leading and lagging indicators.
- The role of data quality in accurate analysis.
- Building a business case for a data-driven sales approach.

Unit Two: Sales Reporting and Dashboard Creation.

- Building standard and custom sales reports.
- Designing effective and user-friendly dashboards.
- Visualizing sales data for clear insights.
- Using charts and graphs to tell a story.
- Creating dashboards for different audiences (sales reps, managers, executives).
- Automating reports for a consistent flow of information.
- Best practices for dashboard design.

Unit Three: Performance Analysis and Forecasting.

- Analyzing sales performance by territory, product, and individual.
- Using data to identify top performers and areas for improvement.
- Forecasting sales trends using historical data.
- Understanding pipeline velocity and its impact on revenue.
- Identifying and solving sales pipeline bottlenecks.
- Conducting a win/loss analysis.
- Using data to set realistic sales targets.

Unit Four: Optimizing Sales Activities with Data.

- Using data to optimize lead qualification and scoring.
- Measuring the ROI of sales and marketing campaigns.
- Analyzing the effectiveness of sales activities (calls, emails, meetings).
- Optimizing territory and account assignment with data.
- Identifying cross-sell and up-sell opportunities.
- Using A/B testing for sales messaging.
- The role of AI and machine learning in sales analytics.

Unit Five: Presenting Data and Driving Change.

- Communicating data-driven insights to stakeholders.
- Building a compelling presentation with key sales metrics.
- Using data to drive strategic decisions and change.
- Creating a culture of data-driven accountability.
- Best practices for implementing new analytics tools.
- Managing stakeholder resistance to new processes.
- The future of sales analytics and performance measurement.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

In an increasingly automated sales environment, how can sales professionals leverage data and analytics to become more empathetic and personalized in their approach, rather than simply more efficient?

What unique qualities does this course offer compared to other courses?

This training course stands out by bridging the gap between sales and data analytics, teaching professionals how to use numbers to tell a story and drive strategic decisions. While other sales programs focus on soft skills, our curriculum provides the hard skills needed to compete in a data-centric world. The program is built on a foundation of academic rigor, incorporating frameworks from respected thought leaders like Thomas H. Davenport to give the content a strong, evidence-based credibility. We use a hands-on, case-study-based approach where participants will work with real datasets to build reports, dashboards, and forecasts from scratch. This practical experience is a key differentiator, as it ensures attendees can immediately apply their new skills to their own organizations. The course also uniquely focuses on how to communicate data-driven insights effectively to senior leadership, transforming participants into strategic assets who can influence key business decisions. BIG BEN Training Center has designed this program to empower sales professionals to go beyond intuition and use the power of data to achieve predictable and sustainable revenue growth.