

DATA DRIVEN DECISION MAKING

Using Data to Measure Your Business



A data driven business bases its decisions on real-time information, analytics and reports that provide critical insight into how your organization is performing, how your industry is trending and how your customers are responding to your sales and marketing efforts.

Examples of Data-Driven Decision Making

- Trending customer buying behavior
- Monitoring industry trends
- Tracking pipeline conversion rates
- Analyzing leading & lagging indicators

When done correctly, effective data management and analysis will allow you to turn your business into a predictable revenue generating operation.

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The Importance of Driving Your Business with Data

According to research, [92%](#) of executives agree that integrated data across their teams drove improved customer service and [75%](#) went on to state that they experienced an increase in their consumer engagement with data driven marketing efforts.

Why is it so important to develop a plan when implementing a data driven strategy? According to a [Tableau](#) Article, while 98% of executive aspire to create a culture built on data, only 32% claim success as reported by NewVantage partners.

Want to learn more about how a data driven strategy can benefit your business?



[Kallan Sales Development](#) works with manufacturing organizations of all types and sizes to help them develop effective sales strategies to create sustainable pipeline processes and enablement solution that promote both internal business growth, as well as customer success.

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