

SALES FORCE DEVELOPMENT THROUGH DATA ANALYTICS

THE CLIENT CHALLENGE

A leading manufacturer of patient care equipment wanted to improve the performance of its B2B sales force through data analytics.

THE GEMSEEK APPROACH

GemSeek conducted internal interviews and consolidated and unlocked internal and 3rd party data sources along the following data pillars:

- ❖ Market Size data (Volume & Value)
- ❖ Granular Financials (Sales, OIT, Volume)
- ❖ Pipeline Data (Account Level) & Pipeline metrics
- ❖ Profitability and Business Performance
- ❖ Pricing information, Product Portfolio Coverage Matrix
- ❖ Measures of Sales Force knowledge of Portfolio
- ❖ Granular data on Sales Channels (both. direct & indirect)
- ❖ Detailed Sales & Marketing organization staffing, org charts, account coverage, demographics

The data served as input for a panel data model on sales on individual sales rep level which captured impact of specific capabilities on sales.

THE DELIVERABLES

The model provided insights on drivers of sales, sales benchmarks and targets as well ROI-based recommendations for capability development.

