

It's difficult to imagine the power you're going to have when so many different sorts of data are available.

– Tim Berners-Lee

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How SalesCORE Leveraged The Power Of Data Analysis To Drive Action For Their Client

Data analytics is all about making the best decisions possible using all the facts and information available.

The leaders at SalesCORE, a sales consulting firm in Cincinnati, were working with a client to help them rethink their approach to sales.

The challenge: the client had a ton of customer data, but no insight into what their data was telling them.

SalesCORE worked with the AMEND analytics team to identify the client's "sweet spot prospects" so they could effectively organize their team around the right prospects and solutions.

They sent in the data, we ran the analysis, less than a week later...the client got the win. Working together, we were able to identify some critical pieces for SalesCORE's client like:

1) who their real core customers are

(and maybe more importantly...)

2) WHY they were making money on some customers versus others.

Now, armed with solid insights from their data, the SalesCORE team had everything they needed to help their client make some big changes and generate some big returns.

Our client had a ton of customer data, but no insight into what their data was telling them.

We needed an effective way to turn that data into action.

AMEND Analytics was the perfect solution. *Their data analytics work gave us the hard evidence to support our recommendations, which was exactly what our client needed to move forward.*

Pam Beigh
President, SalesCORE

How SalesCORE Used The Power of Data to Solve An Emerging Company's Sales Challenges

Many companies know a lot of the basics like who their core customer is and what their most profitable offerings are. This is not typically true in the early stages of a business's development, making sales consulting and analysis very challenging.

SalesCORE and the AMEND analytics team were up to the challenge.

SalesCORE shared their client's data along with some details around the issues they were struggling with – like increasing sales and figuring out their sales model – and then the AMEND analytics team got to work.

In less than 48 hours, we were able to define clear customer segments, share customer buying data (like who bought what first, second, third, etc.), and time between orders. All the basic information they needed to better understand who is buying what, when. SalesCORE was then able to help their client organize their sales team and create an effective plan for approaching their prospects.

We were also able to help them understand how to boost sales and profits by aligning how they sell with how their buyers buy (sell this first, and 75% of these customers are likely to buy this additional other product versus anything else).

Finding answers in the chaos, even in the chaos of an emerging business, that's the power of data analytics. Now SalesCORE, and their client, know exactly what steps to take to sell more and grow faster.

Finding answers in the chaos, even in the chaos of an emerging company, that's the power of data analytics.

I didn't fully realize the power of data analytics until I worked with the AMEND Analytics team on this project. I was blown away by how quickly they uncovered some very powerful insights.

Pam Beigh
President, SalesCORE