

Technical sales leadership: The analysis of your business is the key to your success

Three simple steps to improve the analysis of your business:

Step 1: Data

We live in a world where data-driven decisions are necessary to effectively run a business.



Structured Data

Ensure ongoing efficacy of your structured data to accurately reflect the business



Semi-Structured Data

Wrangle other data sources, if the ROI is there, to get a broader view of your business



Unstructured Data

Digitize your workflow and unify your unstructured data to get a complete picture of the business

Step 2: Confidence

We must make business decisions with imperfect data and confidence levels that eventually guide us to the right decisions.



High Confidence

Timely, accurate and structured data with a history of being accurate improves the confidence level of decisions



Medium Confidence

Data that is manually entered once per week only provides part of the picture and delivers a medium confidence level



Low Confidence

Data that is entered inconsistently across various systems can lead to errors, frustration and low confidence levels

"If you can't analyze it, you can't manage it."

- SVP of SEs, Large Cap

Step 3: Trend

Time is the most precious and constant commodity that forces management decisions.



PAST

Backward-looking analysis, based on lagging indicators, is informative and allows for corrections after costs have been incurred



PRESENT

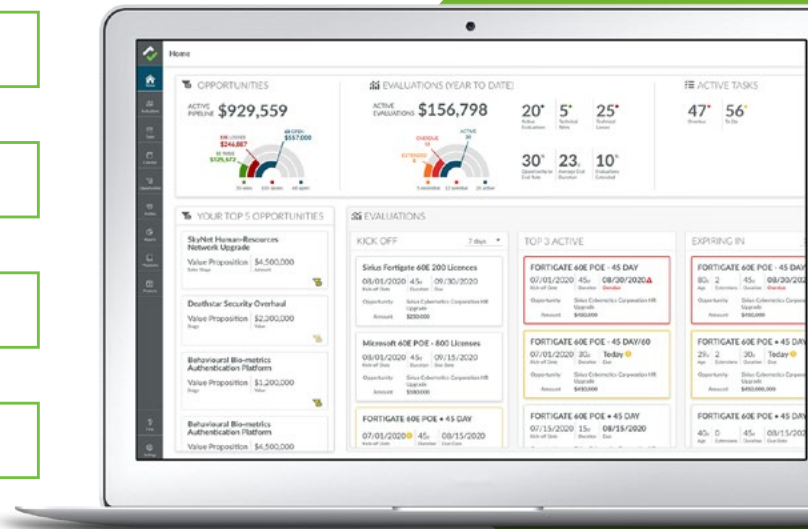
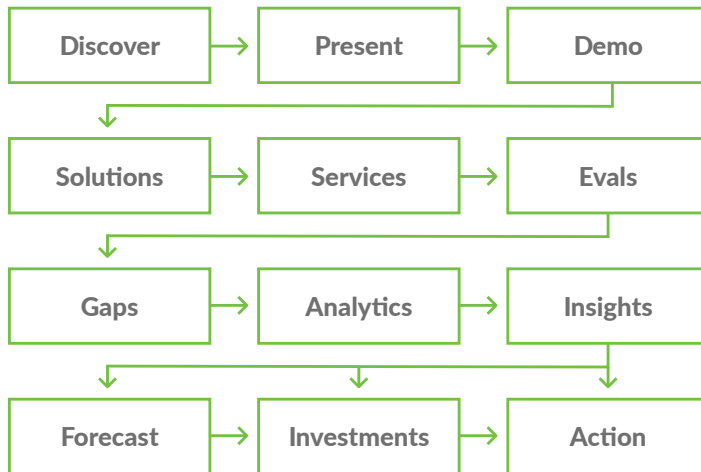
Real-time corrective actions, based on leading indicators, enable for decisions to get things back on track



FUTURE

Predictive analysis can be powerful if the underlying data integrity is high, so as to minimize false positives and negatives

Analyze your technical sales business on an ongoing basis so you can own your success.



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