

# Analytics-Based Sales: The New Era of B2B Growth

written by Lauri Moon | May 25, 2017

B2B companies are facing times of change and uncertainty. Revenue is down, sales representatives are struggling to meet quotas and a shocking **71% of B2B customers are ready and willing to take their business elsewhere.**

To survive these setbacks, B2B companies need an analytics-based sales strategy — one that gets to the heart of customers' needs, predicts future market conditions and incorporates geostrategic factors. Market research is no longer enough; cutting-edge analytics are vital for encouraging growth and beating the competition.

Join Gallup experts as they demystify analytics and provide a roadmap for implementing an outcome-driving sales approach that revolves around analytics.

Participants will learn analytics best practices, practical insights and success stories, including how to:

- build reliable customer intelligence
- transition from market research to analytics insights
- leverage better forecasting to mitigate uncertainty

## Presenter



### Jeff Durr, Partner, Gallup

Jeff Durr, a Partner at Gallup, is responsible for leading large and complex consulting engagements. Jeff has extensive experience in helping companies develop and execute performance improvement programs that drive both top- and bottom-line results. In addition to his work with clients, Jeff provides strategic leadership to Gallup's customer insights and analytics consulting business. Jeff received his bachelor's degree in management from Purdue University's Krannert School of Management and his master's degree in business administration from the University

of Nebraska-Lincoln. Jeff lives in Atlanta with his family. He serves on the board of directors of the Krannert School Alumni Association and Junior Achievement of Georgia.



### **Technical details**

This webinar will be conducted using a slides-and-audio format. After you complete your registration, you will receive a confirmation email with details for joining the webinar.

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