

Are Attention Deficit Traits Impacting your Sales Results?

“Why can Predictive Analytics help you focus to win more?”

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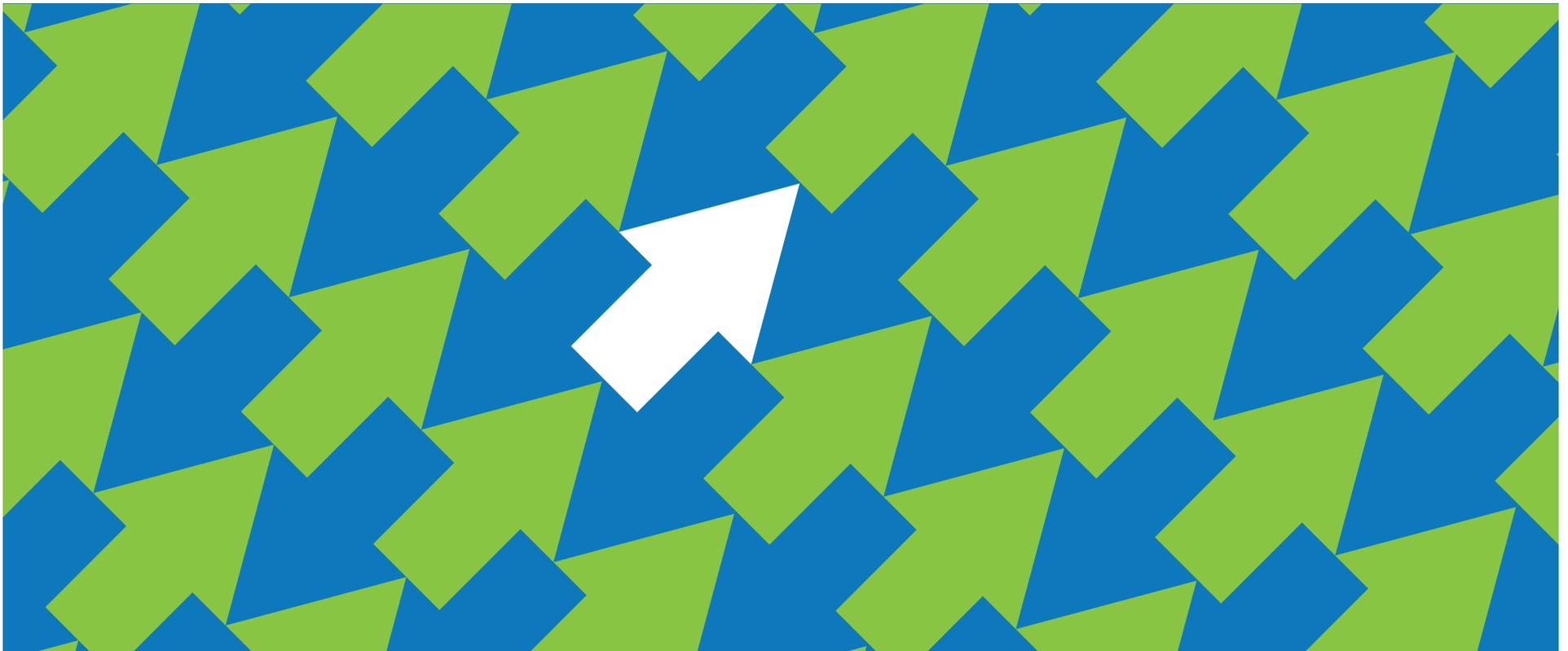


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1.0 Where will new breakthroughs in Sales Performance come from?

One new source will be in Data Sciences powered by math embedded into our customer relationship management (CRM) tools. The number one CRM is Salesforce.com, a company that in less than 15 years is generating over \$5B in annual revenue.

SalesChoice has developed an advanced predictive and prescriptive analytics platform, and is an ISV Certified partner of Salesforce.com.

As the founder of the company, I have been concerned by the growth rates of ADT or ADHD in adults and the fact that this talent is highly concentrated in sales professions and entrepreneurship.

Having been in sales most of my life, from career experiences at Xerox, Accenture, I know first-hand that sales professionals strive daily to convert sales opportunities to successful wins, yet they increasingly have shorter attention spans to focus, engage effectively and communicate. Authentic listening is a declining skill and its impact on relationship and customer loyalty are concerning dynamics. **We now live in the Age of Distraction.**

Currently 40-60% of sales professionals in the majority of companies do not make their sales targets or quotas. What does this tell us?

New solutions are emerging from Data Sciences which are fueled by advanced mathematics. These new tools will automatically prioritize and predict sales outcomes to help sales professionals focus and yes, win more.

SalesChoice's predictive analytics has developed a user-friendly SaaS application that improves a sales professional's ability to focus by prioritizing what they should work on to meet their targets.

Our innovative sales approaches can benefit all ages and gender types; we profiled ADT and ADHD as our hypothesis is that they will benefit from "focus" enabling tools.

Also this perspective was not visible in our literature reviews, so we wanted to "connect the dots" to bring a unique value proposition to C level executives that care about sales enablement methods and are striving to help their sales professionals focus to win more.

Our New eBook:

- defines ADT and ADHD, and its increasing growth rates,
- explores why sales enablement tools, like SalesChoice, using predictive and prescriptive analytics can improve sales professionals ability to focus to win more.

Moving this needle even just by 1% of all Fortune 500 companies will drive billions of new value creation to the world economy.

2.0 The Rise of the Distracted Generation

A 2012 Time-Warner Study on the media consumption habits of *Digital Natives* (millennials in their twenties who grew up with digital) showed that young people flipped between content across different devices on average 27 times per non-working hour. That's roughly 13 times in 30 minutes. This is in contrast to older generations now adapted to digital, who switched media venues 17 times per non-working hour.

Experts are finding that focus and concentration have similarly become seemingly impossible in the workplace. David Hallowell, author of Harvard Business Review Press book, *“Drive to Distraction at Work”* has coined the resulting condition “Attention Deficit Trait,” or “ADT”. For Hallowell, “ADT” is not a medical condition like ADHT, but rather a set of traits, habits and coping mechanisms induced by modern life – “the advent of the internet, the shrinking

number of people holding assistant positions and the corporate focus on efficiency and productivity, regardless of the human cost.” Below are key traits similar to symptoms of ADT:

These are a result of context and environment and are not genetic:

- heightened distractibility and a persistent feeling of being rushed;
- an inability to sustain lengthy and full attention to any task or activity even if you want to;
- a growing tendency towards impatience, boredom, dissatisfaction, restlessness, irritability, frustration or frenzy, sometimes approaching panic;
- a tendency to hop from task to task, idea to idea, and
- a growing, compulsive need for frequent electronic hits (i.e. checking e-mails, speaking on a smartphone, sending text, googling subjects, visiting favorite sites etc.).



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The price of this reality is lost time and money. A large portion of distracted time is spent on social media, instant messaging and emails.

A 2011 survey by Harmon.ie estimated that companies with more than 1,000 employees lose roughly \$10 million per year to time spent on smartphone communication exchanges. In addition, Millennials are trending to shift jobs seven times before they are thirty.

Increased precarity and labour flexibility means that employees are by necessity seeing themselves as their own brands. Managing and nurturing their brand through external communication online is becoming another factor competing for Millennial's time and attention.

Let's also add a health dynamic: ADHD affects roughly 5% of adults (Polanczyk, 2007) and 75% of those adults go undiagnosed (Hallowell, 2015).

Sales can be a very attractive role for people with ADT or ADHD – it is a role that often requires people be out in the field, talking with others and nurturing relationships. It is likely that many people with ADT or ADHD are in your sales organization.

The combination of “ADT” as a new norm, and the high prevalence of ADHD in sales organizations is resulting in a support gap for employees. Few sales cultures invest to ensure they can help those struggling with the challenges to concentrate or focus effectively.

Smart improvements in this area can yield significant improvements to your top-line revenue growth, but more importantly to the working realities of your employees, reinforcing to them your corporate culture cares about its talent, and invests in their promising growth potential. **Sales professionals optimized with predictive analytic tools improving cognitive focus are going mainstream.**



3.0 What can we determine from these perspectives?

Technology has increased our connection rates fueled by mobile devices, we have become the first generation where 24x7 is the new reality – **always connected and always on.**

This increasingly rapid pace of life has impacted both our work and home environments. A new vibe is in the air. It is a hyperactivity energy vibe, where the ability to focus uninterrupted on one task for too long is increasingly difficult to achieve. It is well proven that a productive “fully engaged” brain will produce more, make higher quality decisions, when humans are calmer and more focused.



When I talk to CEO's world-wide, one of their top concerns is the ability to focus on the best sales opportunities with winning attributes and execute flawlessly. **When we speak to Chief Revenue Officers or SVP's of Sales worldwide, their confidence in achieving their sales revenue targets is currently at an all time low of 14% confidence levels, further validated by Accenture & CSO Insights, 2014.**

With these declining confidence levels, harnessing sales teams to focus on the right opportunities to increase their odds of success becomes an acute improvement area for sales leaders to invest in.

Focus is core to execution capabilities.

Encouraging behavioural change will be an important first step for both employees with either “ADT” or “ADHD” and for those who have adopted bad habits and behaviours that are sabotaging their ability to focus.

The core issues are regaining control over planning priorities and time management. Innovative technology approaches can help sales professionals to focus on the right opportunities, and stop chasing the duds to win more.

4.0 What are sales organizations doing to increase employee focus?

- Intel promotes 10% thinking time;
- Many companies provide clear cell phone and messaging policies; and
- Google provides 20% innovation time to invest in projects of employee interest to stimulate innovation and creative thinking.

Opportunities to increase focus of an organization's talent assets with ADT or ADHD comes in many forms ranging from:

- meditation (Yoga internal courses in companies has increased in market growth by over 20% annually),
- calming music in office,
- nature walking clubs, and
- **increasingly enabling technology tools like predictive analytics can help prioritize sales opportunities, to increase sales performance and focus.**



5.0 ADHD Trends and Facts

ADHD is short for Attention-Deficit Hyperactivity Disorder, and it is generally associated with kids struggling in school because they can't concentrate or sit still.

Approximately 9 million of 234 million adult Americans, or four percent, are thought to be affected by ADHD, according to the American Deficit Disorder Association and about 80 percent of adults who experienced ADHD as children also experience it as adults. It's generally believed, however, that the percentage of salespeople with ADHD could be double that of the general population.

ADHD, is a condition characterized by inattention, hyperactivity, impulsiveness, or a combination. About 60 percent of children with ADHD in the United States become adults with ADHD; that's about 4 percent of the adult population, or 8 million adults. Less than 20 percent of adults with ADHD have been diagnosed or treated, and only about one-quarter of those adults seek help.

Thought to be biological and most often genetic, ADHD takes place very early in brain development. Adults with ADHD may exhibit the same symptoms they had as children, and although hyperactivity often diminishes by adulthood, inattentiveness and impulsivity may persist.

Attention deficit hyperactivity disorder (ADHD) is a mental disorder that most often occurs in children, but it is increasing rapidly also with adults. Sales organizations attract ADHD talent, and often sales professionals do not know they have ADHD, but if they are

asked about the symptoms, they easily identify with these symptoms:

- trouble concentrating or focusing on one task for long periods of time,
- paying attention to a conversation versus thinking ahead,
- wanting to engage or interrupt before people have stopped talking,
- staying organized, and
- difficulty remembering detail,.

If you look closely at the ADT traits, they are very similar to ADHD traits.



Growth Facts

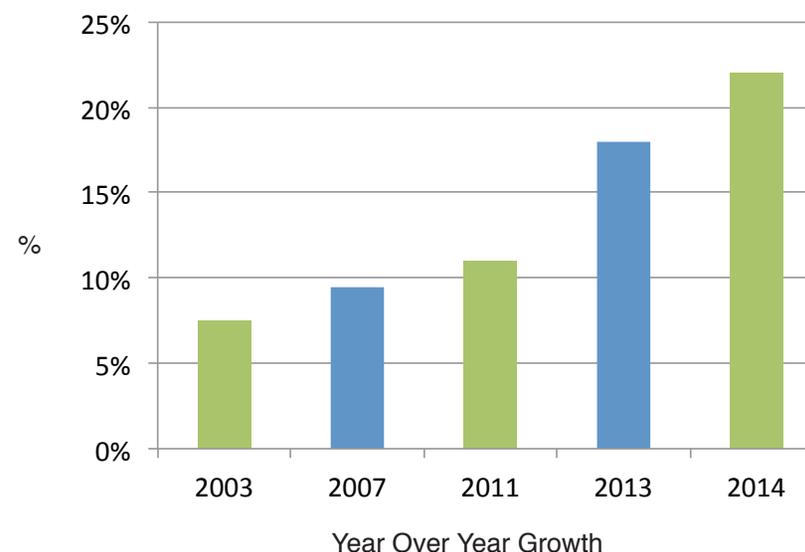
ADHD affects about 4.1% American adults, ages 18 years and older in a given year. The disorder affects 9.0% of American children from age 13 to 18 years. Boys are four times more at risk than girls. Studies show that ADHD is increasing, but it is unclear why. ADHD affects all cultures, and is linked to biological and environmental reasons.

- Males are almost three times more likely to be diagnosed with ADHD than females.
- Children living in households where English is the main language are more than four times as likely to be diagnosed as children living in households where English is the second language.
- Children living in households that make less than two times the federal poverty level have a higher risk than children from higher-income households.
- Certain conditions might affect certain races in different ways, but ADHD impacts children of all races.
- From 2001 to 2010, the rate of ADHD among non-Hispanic black girls increased 90 percent.
- During their lifetime, 12.9 percent of men will be diagnosed with the attention disorder, in comparison, just 4.9 percent of women will be diagnosed.
- Today, about 4 percent of American adults over the age of 18 deal with ADHD on a daily basis.

Cases and diagnoses of ADHD have been increasing dramatically in the past few years. The American Psychiatric Association (APA) and Centers for Disease Control and Prevention (CDC) have issued numerous reports on the increase of ADHD.

As you can see in Figure 1.0, the statistical growth is very high and many experts increasingly are alarmed by the impacts of professionals always being turned on due to the high speed bursts of interactions driven mainly by technology, in particular from mobile calls or text disrupters. Productivity losses of mobile and texting at work is already costing organizations billions in lost productivity.

Figure 1.0 ADHD Growth Trends



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Did you know that ADHD has increased by 60% in less than ten years?

In addition, ADHD is big business. That's the conclusion of a new report, published by the market research firm IBIS World, which showed that ADHD medication sales have:

- grown 8 percent each year since 2010 and grew another 13 percent in 2011 to be a \$12.9 billion market.
- Furthermore, it projects this growth will continue over the next five years at an annualized rate of 6 percent, and take in \$17.5 billion in the year 2020—making it one of the top psycho pharmaceutical categories on the market.

Based on my experiences in leading sales of global Fortune 500 companies, most sales leaders are not aware of this increasing growth rate.

According to the business intelligence firm GBI Research, the ADHD medication market will rise in value from \$6.9 billion in 2013 to \$9.9 billion by 2020, with broadening diagnostic criteria a key driver of growth.

The bottom line is that there is an impact on Sales Organizations as they naturally attract ADT or ADHD skills and talents, and most adults are not aware they actually have these symptoms.



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Sales Careers Attract ADHD Talent

People with ADT or ADHD love talking to others. Sales jobs are a great way to focus this natural energy in a positive way. In an environment that requires heads-down, solo work, adults may get frustrated without human interaction and begin bothering their co-workers.

But with a job that depends one-on-one communication, such as sales, someone with ADT or ADHD may find great success.

Sales is the most common field where we find the highest percentage of people with ADT or ADHD. Many adults who have been diagnosed with attention deficit hyperactive disorder self-selected

for careers in sales or as entrepreneurs. Recent research tends to support the notion that some of the most disorganized people can be the most talented and creative. Testing has shown that individuals with ADT or ADHD tend to think in so-called creative ways, explains Duke University researcher David Rabiner, Ph.D.

We believe that many successful sales professionals haven't been diagnosed, nevertheless exhibit ADHD-like behaviors to the benefit of both themselves and their companies.

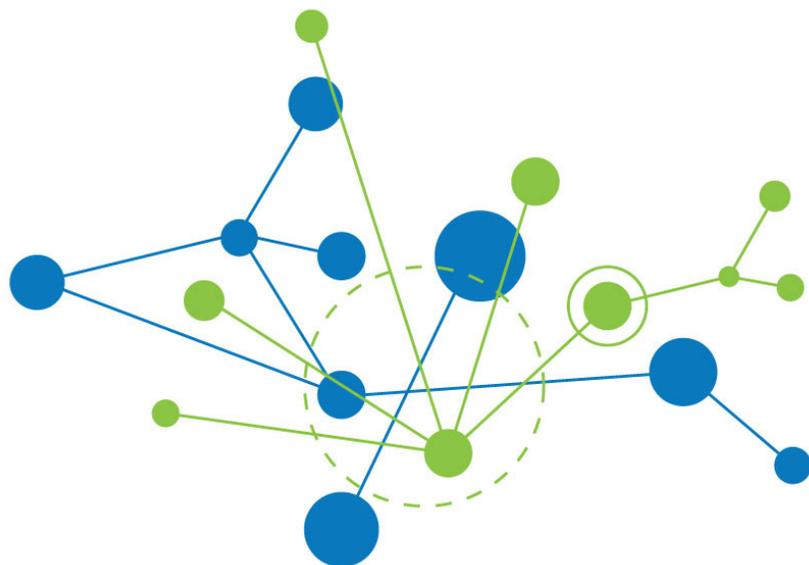
Here are some of the common sales related ADHD behaviors – know anyone on your sales team like this?



Are you or any of your sales colleagues . . .

- Easily distracted?
- Find prioritizing tasks or managing time difficult?
- Energetic but disorganized?
- Restless (Unable to sit behind a desk all day)?
- Great at pushing leads into the top of the funnel but not at pulling them out as sales at the end?

The first four behaviors are characteristic of people with ADHD. The last, which comprises several symptoms of ADHD, can be characteristic of salespeople: Energetic up front but poor at following through, hanging in there for the long term, keeping track of “boring” paperwork, or too much top-of-the funnel activity and too little in the middle where the money is made.



Have you ever wondered what happens to all of the kids with ADHD after they grow up?

According to a Harvard Health Letter:

“Although attention deficit hyperactivity disorder (ADHD) is usually associated with children... (but) studies uncover statistically significant numbers of adults with ADHD. Estimates of how many Americans are ADHD-afflicted vary, from 1 percent on the low end to as much as 6 percent, which equals about 10 million people. Accordingly, several studies show that 80 percent of ADHD children grow into ADHD adolescents (and adults).”

The profiles for ideal outside sales reps contained many ADHD behaviors as positive attributes from Classic DISC profiles for outside sales professionals show that those with:

- High D’s (dominance / resilience),
- High I’s (influence / extroversion),
- Low S’s (steadiness / patience), and moderate to
- Low C’s (compliance / conscientiousness) tend to perform the best at prospecting, qualifying and closing, that is, in outside sales roles.

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If you ever wondered why it's so hard to find these types of sales people, here's why?

- A study of 270,000 DISC profiles conducted by TTI Performance Systems in 2006 found that those of us with high D's and high I's represent only about 12 percent and 20 percent respectively of the general population.

Those of us with low S's and low C's represent only about 1 percent and 12 percent of the general population respectively. Perhaps only as few as 3 percent of us have all four traits. While no one knows for certain what the incidence of adult ADHD is, estimates converge at about 4 percent. These two figures are eerily close to each other. Here's how classic DISC profiles describe those with high D's, high I's, low S's and low C's:

- They are restless to succeed and can display great confidence and poise.
- They have a tremendous amount of energy and tend to try to do too much at once.
- They are self-starters and impatient.
- They can and will act without precedent, sometimes impulsively.
- They are decisive and opinionated and dislike losing at most things.
- They become discontented in the absence of challenge and prefer new and varied activities.
- They don't like being told what to do and tend not to follow policies and procedures.
- They want freedom from controls, supervision and detail.

- They tend to oppose managers and do things their own way.
- They may not be great listeners and can lose track of time.

Kathleen Nadeau, author of **ADD (ADHD) in the Workplace**, states:

“People in sales, entrepreneurs have strong ADD (ADHD) characteristics. ADD (ADHD) traits that may have been a negative in school can become an asset on the job: ‘Hyperactivity’ in school can translate into high energy and drive; those who ‘talk too much in class’ may become highly successful at networking, promotions and sales; students who were distractible in class, always looking around, may find that they ‘notice everything’ in a valuable way on the right job; many who ‘couldn’t keep their minds on homework’ are very able to focus on the real world engaging in hands-on activities; an individual who ‘daydreamed’ in class may become an adult with valuable, creative ideas...”

The world has increased in velocity, and management expectations have increased to do more with less. Concerns over productivity results and improving sales yield efficiencies continue to be a concern for sales leaders globally.

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Currently less than 30-60% of Sales Plans are achieved by middle tier sales professionals. The implications for top-line revenue growth is a major concern, as well as confidence levels in overall plan achievement realizations.

According to Accenture and CSO Insights (2014), Chief Revenue Officers and sales leaders of the Fortune 500 have low confidence levels (less than 15%) in achieving their sales plans. Some of the reasons for this increasing lack of confidence are:

- **focusing on the right sales opportunities** that will have optimal yield outcomes;
- **changing priorities** impacting sales coverage models;
- **inefficiencies of sales rep ramp time** (improving sales professionals' productivity levels) and,
- **intensifying competitive market dynamics** (i.e: globalization, regulatory environments, disruptive technology innovations, talent attraction and retention, etc.).



6.0 Why Predictive and Prescriptive Analytics can help ADT or ADHD talent improve their Sales Results?

As a seasoned entrepreneur and sales executive, I have been inquisitive on the consistent trend lines in B2B sales where the middle tier sales professionals are not achieving their business goals, while typically 20% of the top tier over achieve their plans to help compensate for performance losses of the middle tier.

As a hypothesis, is it possible that over 30% of the middle tier of sales professionals in the Fortune 500 have ADT or ADHD?

What if we gave them a sales enablement tool that could help them consistently focus on the best win patterns and data sets, to reinforce where the best opportunities are to meet their sales quota targets. **This continual reminder beacon could be like a new SalesGPS indicator guiding them to their best opportunities (green light), or stop chasing the duds (red light).**

We have invested billions into the evolution of the Customer Relationship Management (CRM) industry and despite the improvements we have made where management has more access to visualization dashboards to provide end to end reporting across the customer experience value chain. We still have major issues in sales in being able to: **focus on the right opportunities that will derive the highest yield or performance uplifts to increase their odds of closing.**

Steven Hawking, world renowned physicist, specialized in particle theory, which has relevance to big data theory. What if we could see all the interconnection patterns of a sales professional (or a sales account team) from the time the first contact is made, what would this pattern look like through the full history of this interaction life-cycle from cradle to grave?

The opportunity to understand the interaction experience in its full richness from lead source, to first contact engagement experience (social, email, voice to voice, face to face, texting, document interaction (white paper), website etc., of customers with sales or marketing professionals), all interaction touch points across all company personnel, we would be able to have a accurate picture of customer experience engagement. **We definitely know there is more happening outside the CRM than inside the CRM.**

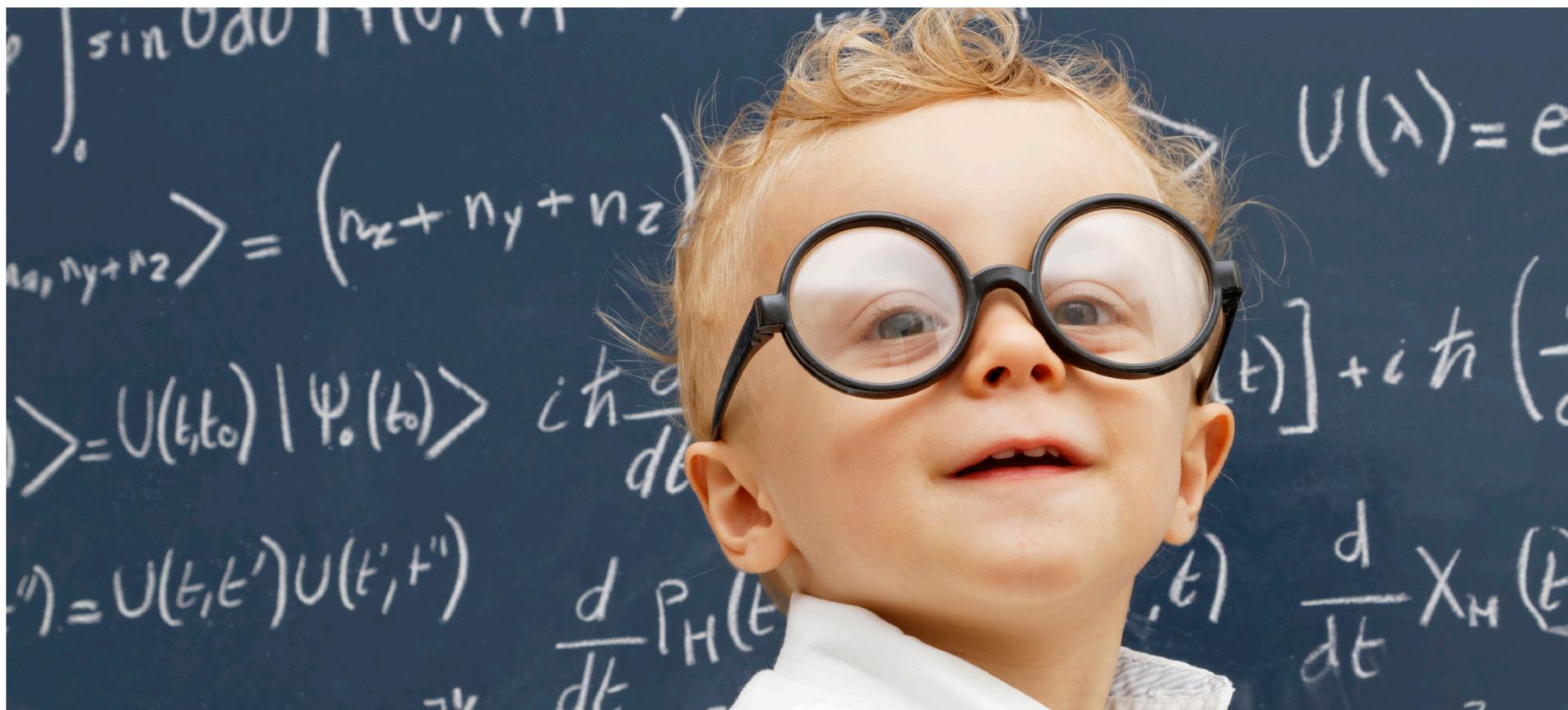
What if we could bring all the particles in motion and stop them for a moment and go back in time to trace the beginnings and sequence also the new engagement points. What type of competitive advantage would we have to sequence the Sales Genome (Sales DNA) across organizations and also industry types (Industry Genomes) if we could reliably predict future outcomes before they happen?

Like Hawking believes, the universe could be decoded into a single mathematical formula, SalesChoice views advanced data sciences as the Next Big CRM trend line where data sciences will codify new breakthrough insights for sales professionals.

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The Science of Selling is in its infancy years, and just like the innovations of Salesforce.com, grew to \$5B in less than 15 years, by developing a disruptive lower-cost delivery model to move sales experiences from on-premise models to off-premise (SaaS), **the next era of CRM will be a Data Sciences Era.**

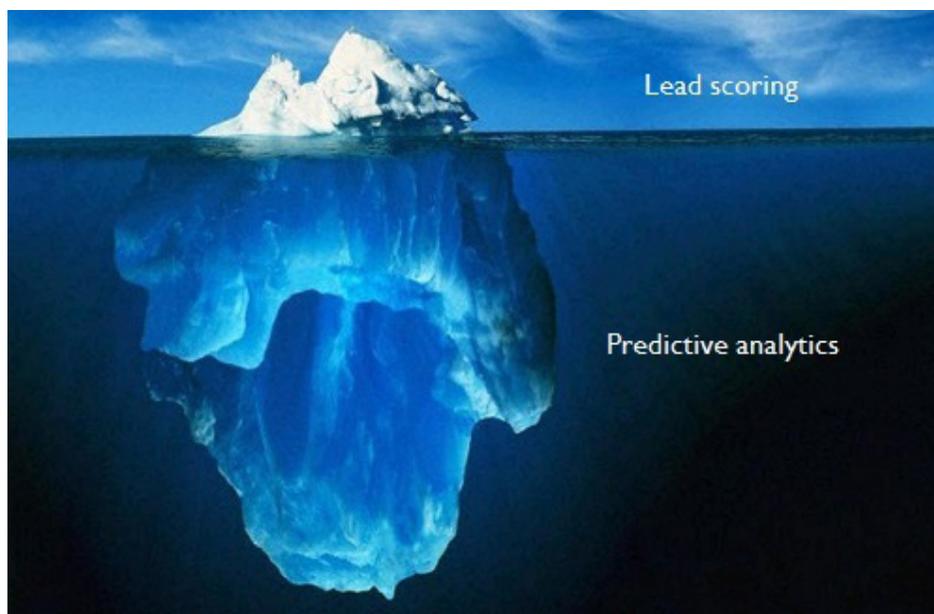
This intelligence of time patterning in sales, augmented with predictive and prescriptive analytic capabilities, will create for the first time in human civilization a Sales GPS opportunity, like Siri did for Google on location based intelligence, **an intelligent sales GPS, will guide sales professionals to focus on the best opportunities with the right win attributes.**



7.0 Predictive and Prescriptive Analytics Defined

Predictive analytics encompasses a variety of statistical techniques from modeling, machine learning, and data mining that analyzes current and historical facts to make predictions about future, or otherwise unknown events.

In business, predictive models exploit patterns found in historical and transactional data to identify risks and opportunities. Models capture relationships among many factors to allow assessment of risk or potential associated with a particular set of conditions, guiding decision making for candidate transactions.



Predictive analytics is used in actuarial science and other fields. One of the most well known applications is credit scoring, which is used throughout financial services. Scoring models process a customer's credit history, loan application, customer data, etc., in order to rank-order individuals by their likelihood of making future credit payments on time.

Predictive analytics now leap well beyond traditional actuarial science approaches and are permeating all industry types. Many companies have deployed lead scoring approaches which identify prospects that have the right buyer profile attributes. Predictive analytics helps you see below the surface, and is more forward thinking and more valuable to a company.

How Predictive and Prescriptive Analytics can help Sales Professionals Focus more effectively?

These advanced forms of analytics can help sales professionals focus in a number of ways:

- By analyzing large data sets of win and loss opportunities, using predictive analytics, sales opportunities are prioritized in ways that have never been possible before.
- Everyone has been conditioned in the business world from years of schooling to communicate signals or indicators that an A is above average, a B is acceptable, but not a star rating; a C is below average, and a D is a failing grade, or significantly below average, in the cliff zone so to speak.
- In addition, percentages with ranges 90-100% are much better than a 50% or below 25% etc.

8.0 Conclusion

We are still learning about ADT and ADHD. People with these symptoms need to have systems that work for them—and everybody's different in what works for them.

Finding a way to plan priorities and tasks, manage time, set reminder signals about tasks, calls, meetings, getting some sort of consistent, easy-to-use "to do" list—these are essential. Simplifying and cleaning helps—when things start to get disorganized, it snowballs into chaos pretty quickly. Exercise and diet influence how much ADT or ADHD effects people, and there are certain physical and mental practices—like yoga—that can make a real difference.

For many, getting the right medications makes all of the above easier to get started and stay with—but medication isn't the whole answer, by any means. It's really much more about self-management habits, and awareness of when it starts to run amok, to pull yourself back.

With new advancements in CRM for sales professionals that overlay predictive and prescriptive analytics into analyzing all customer activities and continue to guide the sales professional to focus on the best win pathways, using easy to understand graphical visualizations that are memorable, with reminders (alerts) into mobile channels are areas that SalesChoice is actively engaged in.

Our goal is to position SalesChoice as the most advanced in Making Sales a Science, blending not just innovative technology solutions, but also encouraging sales talent in our client organizations to live healthier lifestyles to reach their full potential.

Together, we can make our world a better place. Sales professionals with ADT or ADHT using SalesChoice can improve their focus resulting in billions of new economic growth.

What are you waiting for?



Book a demo at:
www.saleschoice.com/register/

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Author Bio

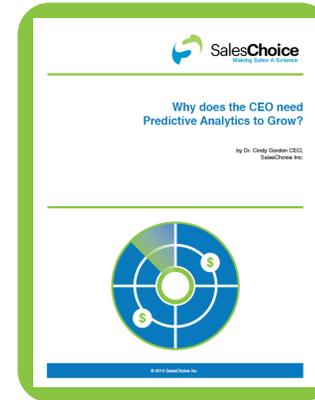
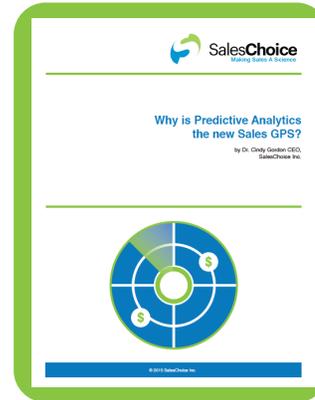
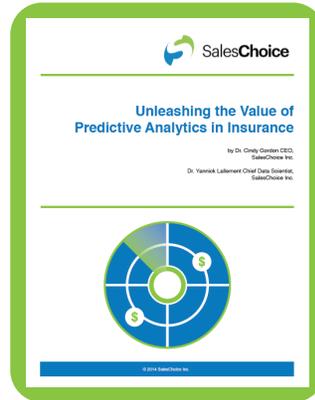


Dr. Cindy Gordon is the CEO & Founder of SalesChoice Inc. a Canadian company, focused on Sales Enablement Solution(s), leveraging Big Data: Predictive and Prescriptive Analytics. Dr. Cindy Gordon, CEO, is well recognized as an innovator in Canada, and she is a recipient of the Governor's General Award for Innovation. She has also held senior executive roles at Accenture, XDLI, a venture capital firm, Xerox, Citicorp, Nortel Networks and is active in commercializing early stage software companies. She has been an angel in commercializing companies like Eloqua, sold for \$1.2B to Oracle in 2013. Other early stage software companies she is involved in are: AcceleratorU, Corent Technology, CoursePeer, Kula, Medworxx and TouchTown TV, to name a few. She is also the Founder of Helix Commerce International Inc., a company that specializes in Innovation based on leveraging new growth acceleration methods. Cindy is equally active in the Not for Profit sector. A former Founder and National Chair for CATA for Women in Technology, Cindy has been active in advancing women in technology careers. She has served as a mentor at the Rotman Business School for Women and was a former President of Xerox's Women in Business. Cindy is also the author of 14 books in: Big Data, SaaS, Collaboration, CRM, eCommerce, Innovation, Knowledge Management, Portals, and Social Media. She is also active in the theatre and arts community, and is a Board Director of the Nightwood Theatre. **Cindy's passion is unlocking innovation to solve complex business challenges to improve business growth and create a more Predictive World.**

The Predictive World - Data Sciences Academy

SalesChoice is a SaaS Predictive Analytics company that uses advanced Data Sciences to accelerate sales performance. We bring leading data science research (whitepapers, ebooks, webinars, training, and conferences) to help enrich our clients and communities of business professionals apply data sciences effectively. **We are now enabling a Sales Predictive Generation - another leap forward for mankind in our forever connected - Predictive World.**

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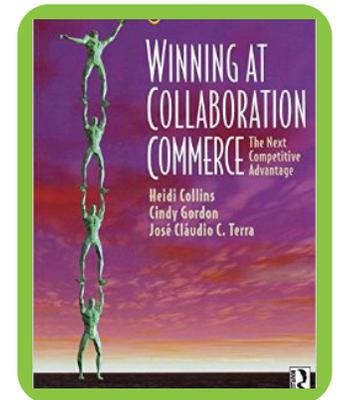
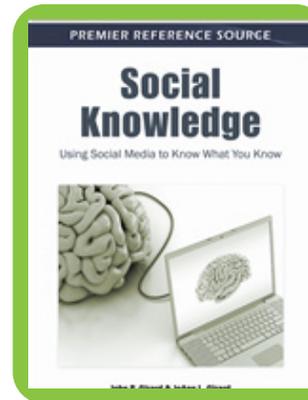
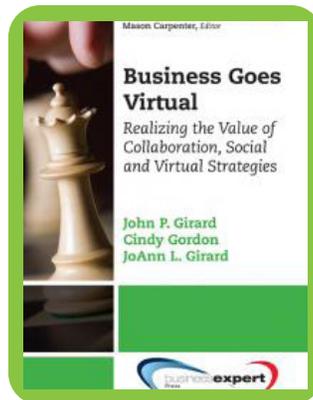
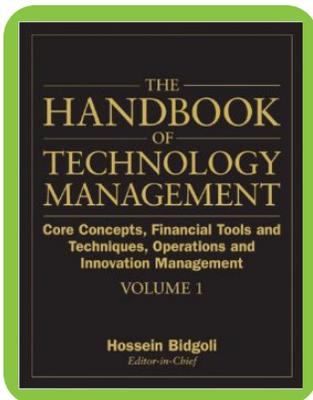
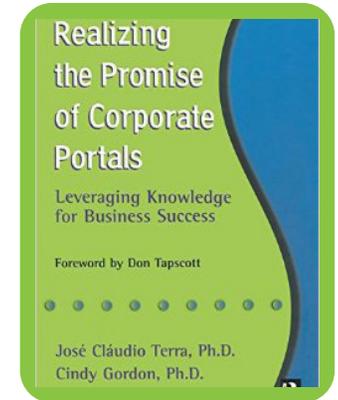
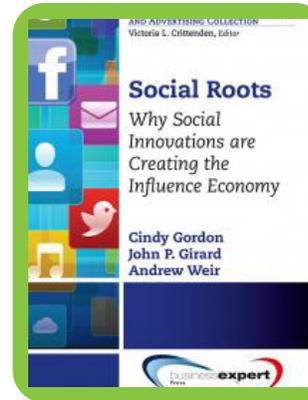
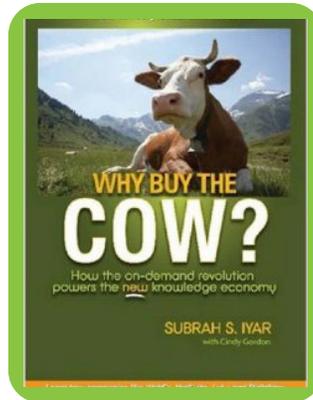
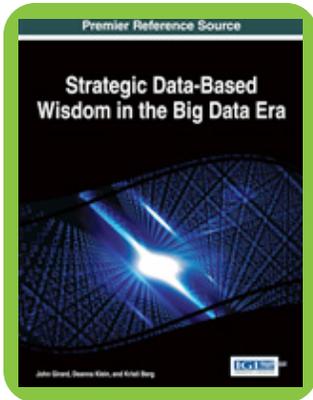


<http://www.saleschoice.com/resources/>

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Books



SalesChoice Benefits:

Growth Matters



- Increases top-line revenue growth by 5-10%.
- Shortens your sales cycles by understanding your funnel quality, and drivers of wins and losses.

Focus Matters



- Predicts outcomes accurately by 85% or more.
- Guides your sales professionals to focus on the best leads and opportunities to increase conversion and win rates.
- Allows management to identify potential losses early and deprioritize.

Forecasting Matters



- Reduces your forecasts risks by 30%-50% by predicting sales more accurately.
- Analyzes your historical win and loss patterns with other data sources to provide you with more reliable sales forecasts.

Resourcing Matters



- Enables you to focus your resources on the best opportunities.
- Reduces your sales ramp time by 20%-30%.
- Reduces your cost of sales and improves resource utilization.

Predictive Analytics Matters



- Big Data leaders: Companies that effectively use predictive analytics to guide decision-making beat out their competitors by an average of nearly 8% CAGR. (Source: McKinsey, 2015)
- Delivers predictive and prescriptive analytics to give powerful insights to secure a competitive edge.



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