



**SalesChoice**  
Making Sales A Science

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## Why is Predictive Analytics the new Sales GPS?

by Dr. Cindy Gordon CEO,  
SalesChoice Inc.

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## 1.0 Why Predictive Analytics is the new Sales GPS?

A new language of selling is rapidly emerging, and it's buried in science and advanced mathematics. Don't worry sales professionals, your day-to-day routines won't be more complicated, rather you will be guided in ways that the movie HER imagines. A man falls in love with his virtual assistant, modeled after Apple's Siri, and you now know that we have begun the journey of Geek-Dom going mainstream. The buzz words include: Artificial Intelligence, Big Data, Cognitive Computing, Deep Learning, Sentiment Mining, Text Mining, Machine Learning, Predictive Analytics, and Prescriptive Analytics.

Let's examine how this works rather than define all these terms and complicate context to learn from. If you want to learn more about these terms, join our Sales Advanced Sciences Academy to attend one of our upcoming webinars by registering at <http://www.saleschoice.com/contact-us/>.



## 2.0 The Backdrop - Meet Dinesh



Dinesh is the VP of Sales & Business Development at Macadamian Technologies, and they build innovative world-class products using mobile and web-based experiences.

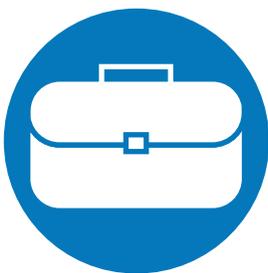
Dinesh has a sales force of less than ten sales AEs. Forecasting accuracy has been an ongoing challenge due to rapid growth dynamics. They spend a lot on marketing programs: google ad words, marketing campaigns, customer loyalty and referral programs, newsletters, etc. Tracking the value and ROI of these activities is often fuzzy on outcomes.

Dinesh is a win-win Sales leader, and wants his sales team to stop wasting time chasing poor sales opportunities - the DUDs. Sales in his view are all about focus, rapidly qualifying the right opportunities to pursue, and knowing when you need to let go.

However, he also knows that sales reps have a very hard time of letting go of their sales cycles as they form relationships. He also knows that in over 15 years of doing business, Macadamian Technologies have sold many projects with diverse pricing and discounts.

What is the right pricing mix to win more? How can you ensure you are learning from the past, with the speed to make informed decisions?

**Dinesh knows there is a better way to work, and he found it in using advanced predictive and prescriptive analytics with SalesChoice.**



For more information see testimonial at <https://www.youtube.com/watch?v=Cy-9DxPn8X4>.

“ Sales Choice is a Science based tool that helps VP’s of Sales to bring a measure of objective data to a very “subjective” process. The ability to objectively identify “good opportunities” early and coach sales people through them is a significant step forward in sales management.

**Dinesh Kandanchatha, VP Sales & Business Development,  
Macadamian Technologies**

## 3.0 Changing the Game

What if there was a better way to win more and work more effectively with a sales tool that was always chirping away, like a GPS does when you drive on the road, saying things in sales coaching Siri Speak like:



Melissa, your opportunity with Intel is now aged by over 300 days: your odds to win are now at -50%. We are adding three more opportunities to your funnel, please reach out to Dell Computers, first, by calling Henry Singer, VP of Engineering, at (416) 444-6572. He was also just on Twitter asking this question, @xyz. It looks like he is still tweeting, you can likely catch him now @henrysinger, use this posting to share this white paper on Security Innovations. 25% of people that download this paper request a demo, so it has a good hit rate. Good luck Melissa!



Charles, your total pipeline is only \$1.5M and to win your quota attainment run rate, your pipeline needs to be valued at \$3M, can you talk to John, to add more sales leads into your pipeline or change your coverage plan. We want you to make President's club.



Andrew, you have a Commit on OpenText, but in reviewing your calendar, cell phone and email activity, your coverage is a red flag on this account. Your odds of winning your Commit with limited coverage at this stage is -50%. We recommend you remove your Commit to OpenText, and talk to your manager.



Sam, you have set your pricing at \$100,000, with a 15% discount, your odds of winning are 30%, as you have no account history with this account. If you price your solution at \$75,000, and advise them of a \$25% discount, you will increase your odds to 60%. If you add on this add on product @XYZ, you will also increase your odds to 85% win rate.



Carol, your major account, at AIG Insurance, just logged 10 customer issue log calls, check these links out or phone Jenny at x3456, I recommend that you phone your client on these once you are more informed.



Dinesh, the manager of Melissa, Charles and Andrew, has a statistical list of each of his sales reps sales cycles, and a prediction accuracy of the odds of them winning or losing, at even early stages. They are also ranked by A, B, and C's based on higher probability wins ranked as A's or B's. He tells his sales team – to ONLY focus on the A's & B's on a quarterly basis to keep advancing more promising win patterns. He also won't spend any personal coaching time with them to discuss any C's. Why? A lower probability of advancing vs. focusing on better odds.

SalesChoice has the right architectural foundation to change the game. This gives you a sense of where we see this market heading. **Partner with us and we will take you there!**

## 4.0 A Sure Thing – Winner's Celebrate More

Everyone in Sales has a desire to win, and close business. A winner's strategy using new predictive and prescriptive sales tools, like the experiences highlighted above, are now moving into the market changing the game, giving Sales reps and Sales Managers, **a Sales GPS experience that will increase their odds of winning by 85% or more.**

These types of sciences at SalesChoice can now predict outcomes at early stages and we are right 4/5 times or more. SalesChoice's – Insight Engine™ is one of the emerging SalesGPS companies, working with leading brands in diverse industries using the most advanced methods available, amassing large data sets to bring the full customer experience intelligence center together in real time, guiding Sales Reps with insights to win more, and save precious time. And provide our clients with an intelligent robo advisor in our new now world – always on – more right than wrong, giving you the edge that HER ignited in its recent story lines. Sales professionals may not be lonely and need an emotional advisor, but they all want to close more business and meet their sales quotas or targets. **Smart sales GPS tools will transform our sales experiences.**



## 5.0 Predictive Analytics – The Science of Selling

Predictive analytics is powered by the world's most potent, booming unnatural resource: Data. Accumulated in large part as the by-product of routine tasks, filling out sales funnel information, sending emails to customers, calling customers, social media conversations, etc. Data is growing at staggering rates worldwide. As organizations keep churning away, unsalted, even flavorless deposits en masse, predictive analytics are looking at the big data heap as a gold mine bonanza.

Big data embodies an extraordinary wealth of experience from which to learn. As our world starts to make this quantum shift we will soon have predictive sensors everywhere and in everything.

Predictive analytics unleashes the power of data. With this technology, the computer literally learns from data how to predict the future behavior of customers, individuals, and companies. Perfect prediction is not possible, but putting odds on the future — lifting a bit of the fog off our increasingly complex world that we live in. **The world has simply become far too complex for us as humans to decipher.**



## 6.0 Implications



As predictive analytics embed more deeply into mainstream core applications in both sales and marketing processes, we will start to see improvements, which McKinsey is touting could indeed offer 10 CAGR growth rates to companies. The demand for data skills is accelerating in the Age of Sales Sciences.

McKinsey Global Institute predicts that by 2018, there will be a shortage of as many as 190,000 data scientists in the USA alone. Harvard Business Review recently wrote an article that the Sexiest Job in 2015 was being a Chief Data Scientist.

What is very clear is that as leaders if you are not hard wiring your company to be smarter in using predictive analytics and have a strategy at the board level, you are increasing your business growth risks.

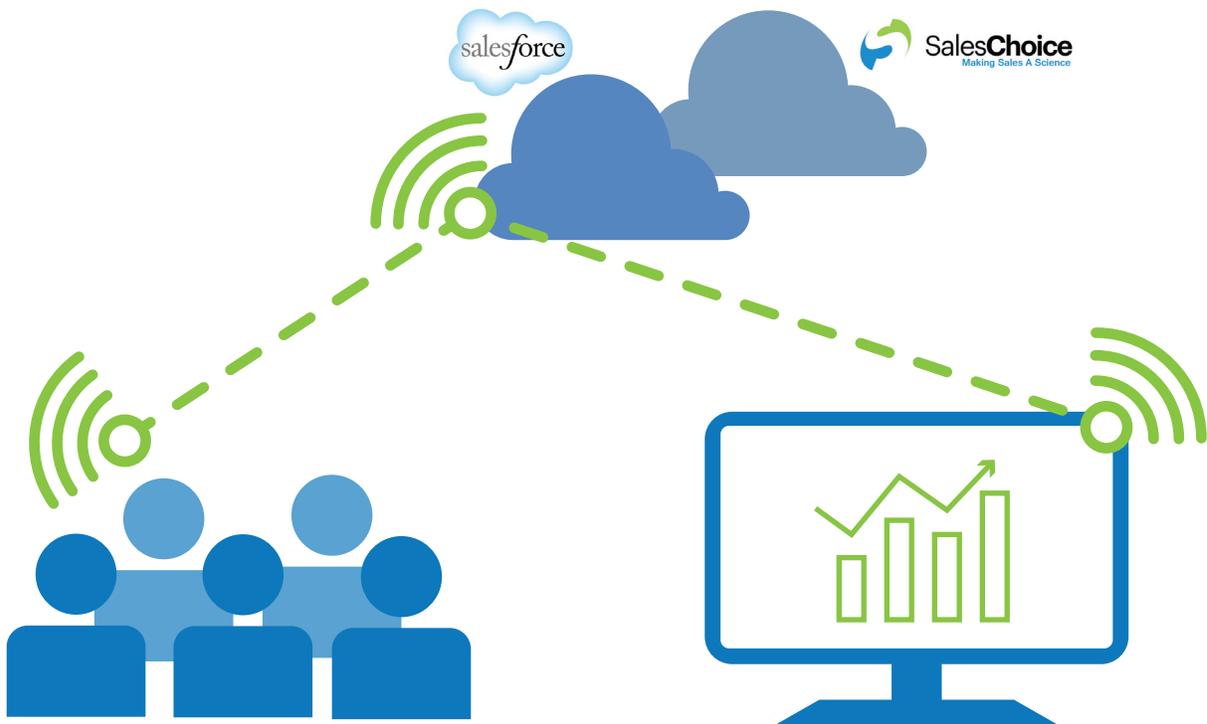
We are rapidly moving into a period where it is also possible the CEOs of the future will come from mathematics backgrounds as almost everything we know can be distilled down into math, and in the future genetic computing approaches (machine learning that re-generates code in real-time to increase the prediction intelligence) will also overlay all business practices and processes. What this means to Chief Revenue or Sales Officers, is that they will need a strategy on predictive analytics, and work with Data Scientists that are experienced Sales Leaders. At SalesChoice, we have this know-how combination to help you with your Sales Analytics data strategies, as well as bring you world-class proven products to take advantage of Big Data. **The new normal is where predictive analytics in decision making is a common business practice.**

There will be lots of mistakes as **The Science of Selling** unfolds, as the industry will learn from Siri like sales experiences integrated into sales pipelines and sales forecasting practices.

With less than 40-60% of the Fortune 1000 making their sales quotas, and less than 50% of companies achieving their win rates, **the next leap forward for sales professionals to win more will squarely be in the Advanced Sciences.**

## 7.0 Now Actions

- **Learn more about these advanced sciences** and ensure you have a predictive analytics foundation in your CRM toolkits.
- **Experiment with companies that have proven sales know-how** vs. companies too far out that the value is not there for immediate ROI.
- **Recognize that this market is “hot”** and that there will be companies saying they are using advanced sciences that are only using basic statistical methods.
- **Be Alert** – look at the founder’s background – are they credible, successful, business savvy, ethical, etc.
- **Learn and Innovate** – McKinsey has gone on record advising CEOs that if they don’t apply these types of sciences in their business processes, they are at risk of going extinct.



## 8.0 Conclusion

The New Now World is one where Big Data: Predictive Analytics and Machine Learning approaches will permeate the sales professionals world. **Is your company ready for this new world order? Are you ready?**

This will be the most significant shift in Sales Enablement in the past 30 years. Join us and together we can both learn how to shape these new directions to help our company's grow more effectively, reduce our operating costs, and support our employee's learning to achieve higher -win rates.

**Sign up at SalesChoice's – Advanced Sales Sciences Academy by registering at <http://www.saleschoice.com/contact-us/>**



## 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, XDCI, 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, GetKula, 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 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.**

## SalesChoice Benefits:

### Helps Sales Professionals achieve their sales quotas

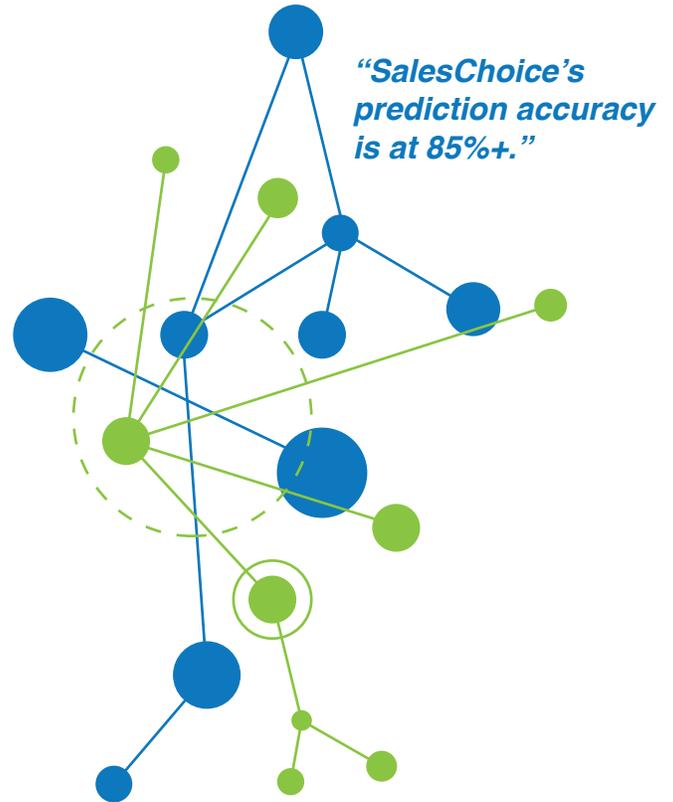
- Provide real-time insights for sales management to engage in sales activities to increase odds of quota attainment.
- Provide sales reps with a reliable method to predict their odds of success of a lead to convert to a successful sales outcome.

### Improves Sales Forecasting: Bridge the Gap between Sales and Marketing

- Improve lead ROI measurement to help determine marketing budget(s) priorities given facts on lead sources to conversion success.

### Increases Competitive Advantage

- Access to real-time predictions on sales quota attainment to improve your odds of success, and reduce business risks.
- Increase sales coaching insights to sales reps on risks in their sales cycles.
- Grow top line revenue by understanding odds of winning and losing, using smarter sciences to predict future outcomes.
- Reduce sales forecasting risks by having more accurate sales forecasts.
- Maximize resource coverage with foresight insights.



*"Big Data leaders (e.g., companies that effectively use Big Data to guide decision-making) beat out their competitors by an average of nearly 8 CAGR percentage points."*

*(Source: McKinsey, 2015)*

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