



## Improve Sales Performance through Data, Technology, Analytics

Many business leaders today are facing increased pressure to **expand and manage revenue growth while continuously improving sales performance**. In response, new functional areas are being explored, funded, and established related to Sales Operations, Sales Enablement, Sales Effectiveness (SOEE). The goal of these newly created areas.....improve sales results.

**The new challenge?** Defining the vision, strategy, and tactical responsibilities of each interdependent function. Alignment and coordination of the SOEE operating model, requires precise planning and execution. High performing Sales Teams leverage data, analytics and technology to provide strategic insights that align marketing and business development. Creating a high-performance sales model requires purposeful design, focused execution, cross-functional teamwork, and continual transformation.

By reviewing practical examples and common challenges, this workshop will provide a baseline foundation for evaluating your internal sales and business development framework. In addition, the session will offer new perspectives on sales leadership, CRM technology, and tactical application of SOEE performance modeling.

### About Mohr Advantage, LLC

Prior to founding his company, Michael spent 28 years with private, public, and S&P 500 Corporations. His experience was developed through 16 corporate acquisitions that delivered revenue growth from \$42M to \$760M and became part of a \$3.3B Enterprise, Equifax Corporation. His leadership roles include Executive, Business Unit, Sales, Sales Operations, Client Relations, Product Innovation, and Practice Leader, Merger and Acquisition Consulting. Michael is a current member of the University of Missouri - St. Louis Finance and Legal Advisory Board and has been active with the St. Charles County Pet Adoption Center as a Foster Family since 2008.

Mohr Advantage assists organizations and leadership teams in the area of Sales Operations, Sales Enablement, and Sales Effectiveness (SOEE). His firm helps employers define, architect, and create high performance sales infrastructure to accelerate profitable revenue growth.

### Contact Information

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