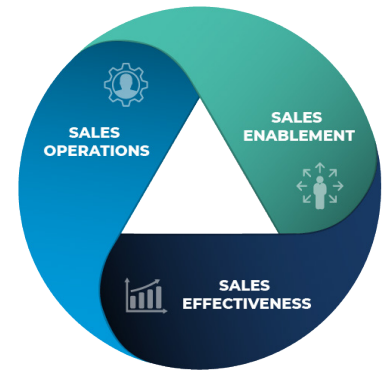




# Create Analytical Insights through Process Design and Data Management

## SOEE what's new...

**Process design and data management** are essential to building analytical insights. Through analytical insights, employers can increase awareness related to the current business environment. Analytics and data allow employers to evaluate trends, competitive pressures, and provide actionable information to enhance strategy. The creation of **structured process** and data capture will accelerate **marketing success, business development, and sales** to drive revenue growth.



## SOEE what's the solution...

Efficient process design and effective data management require focus and discipline. Data accuracy and integrity are paramount when leveraged for business decisioning. Therefore, process design must be structured, documented, and managed to ensure enterprise adoption.

Example:

**Tradeshow Event:** National | Regional | Local

**Enterprise Alignment:** Marketing | Business Development | Sales Team

**Analytical Insights:** Closed Sales | Revenue | Return on Investment (ROI)

**Client Relationship Management (CRM) Technology:** Build Process | Capture Data

### Design Lead Generation and Nurturing Process:



### Design Lead Conversion to Sales Pipeline Process:



## SOEE what's the value...

The alignment of **Sales Operations, Sales Enablement, Sales Effectiveness (SOEE)** performance modeling is **interconnected through process design and data capture**. Business development, marketing, and sales are vital to revenue growth and capital investment. Understanding the importance of process design allows for the creation of analytical insights that will influence business strategy, tactical operations, and provide new perspectives throughout the organization.