Top Five Data Discovery Applications for Optimizing Sales Operations
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A successful sales team is at the heart of every successful organization, with every salesperson responsible for driving revenue, bringing in new business, and nurturing existing customer relationships.

Today, organizations have an unprecedented opportunity—a chance to arm their sales reps with timely, relevant customer information. Access to this information gives salespeople the ability to research prospects’ interests, personalize outreach, identify new opportunities, and get the information they need to answer tough questions during face-to-face interactions.

To take advantage of this opportunity, organizations need powerful, easy-to-use analytics tools. Data discovery is the perfect way to arm salespeople with quick, easy access to critical information and lets them act on that information in near real time. Below are the top five data discovery applications that sales teams can use to stay ahead of the competition.

While CRM applications can be a great way to store data, they lack the reporting and analytics capabilities that salespeople need to make more informed and effective sales decisions. By layering visual data discovery and dashboards on top of existing CRM systems like Salesforce.com, organizations can blend data from multiple sources to get a comprehensive, cross-functional view of the sales process.

Data discovery applications make it easy for sales managers to obtain real-time visibility into sales cycles and accurately forecast sales performance. CRM and other data can be loaded directly into an intuitive analytics interface, giving management a live, visual representation of performance through a wide array of charts, graphs, and visualizations. A key advantage of leveraging an analytics platform for data discovery is the ability to blend information from disparate data sources, giving organizations a 360-degree view of their customers and sales processes.
Territory Planning and Quota Planning

Sales managers are responsible for the tedious but critical process of planning territory assignments and distributing quotas to sales reps. With a territory planning data discovery application, managers can eliminate guesswork and provide their sales teams with challenging but fair revenue targets.

The dashboard application highlighted above helps sales managers optimize quota plans and realign territory assignments so sales reps stay motivated and help meet corporate revenue objectives. By leveraging data from CRM tools like Salesforce.com and other enterprise data, the dashboard gives decision-makers access to the most up-to-date sales information. Managers can apply sophisticated predictive analytics to KPIs defined by historical sales data, quota attainment, and buying history of named accounts, so they can make more accurate pipeline forecasts and better understand their position for the upcoming sales period.

This application arms sales managers with the right information to determine each territory’s potential and assign realistic quotas. They also have the ability to perform what-if analyses using threshold-based markers, helping them identify the potential impact of adding new resources to a given territory.

Analyze a particular territory and review the current revenue streams per region to maximize opportunity and align sales capacity.

Create realistic quotas based on accurate territory evaluations.

Perform what-if analysis and measure the changes that occur over time.
Pipeline Management

Sales reps often miss out on opportunities due to ineffective utilization of internal, external, and social data. With a pipeline management data discovery application, sales reps can analyze new streams of information, including data from blogs, Facebook, Twitter, and LinkedIn, in conjunction with corporate CRM systems and customer directories.

The dashboard application highlighted above helps sales reps visualize ever-changing pipelines, quotas, and won/lost deals, so they can effectively identify leads and build a stronger sales pipeline. Sales reps can easily connect to terabytes, even petabytes, of data stored in big data sources like Hadoop, seamlessly blend with other data sources, and perform predictive analytics in order to make more accurate pipeline forecasts.

Gain better project insight by analyzing huge volume of data.

Access information from blogs, and social media sources.

Make more accurate forecasts in pipeline account.
Prospect Analysis

Focus attention to the most promising opportunities.

Drill into win-loss data to arm sales teams with relevant information and which leads go after.

Identify which prospects are likely to convert.

Prospecting is one of the most difficult sales tasks. Targeting prospects and starting conversations can often feel like the luck of the draw. But it doesn’t have to be that way—the right data discovery application can give salespeople the tools they need to identify high-value prospects and determine which deals are most likely to close.

Sales professionals who leverage data discovery applications can drill down into their win-loss data to learn more about target personas and adapt their sales pitch to resonate with their audience. With greater visibility into their data, sales reps can identify which prospects are likely to convert and shift their focus to the most promising opportunities. And ad-hoc analysis on a mobile device puts these insights in the hands of sales reps when and where they need it.
White space analysis allows sales executives to better understand customer profiles and identify where they can create new value for customers and the organization as a whole. This powerful analytical tool helps identify products, services, and other offerings that can be pitched to current customers as upsell opportunities. White space analysis can ultimately increase the number of opportunities and generate more business for the organization.

Geospatial analytics and mapping capabilities give sales teams the ability to visualize ongoing field activity, identify customer trends across cities or countries, and take proactive action to better support their accounts. By blending and analyzing data from ERP, PSA, HRIS, CRM, and other sales systems, sales teams can get a comprehensive view of sales activity at the region, territory, and individual level. And sales teams can dig deeper into customer data through interactive drilling within the application.
Compensation plans are an important driver of sales performance and organizational success. Proper measurement of performance and commensurate compensation reduces turnover and helps retain high-performing sales reps. But many organizations struggle to implement compensation plans that successfully incentivize and reward their sales teams for their performance. Often, this is due to a lack of data and the administrative challenges associated with managing multiple, complex compensation applications and plans.

An effective sales compensation dashboard places the answers to these challenges at your fingertips. With data discovery, it is easy to blend data from a variety of sources, consolidating HR information and sales data. Managers are equipped with everything they need to monitor sales performance, track pipeline goals, and implement effective compensation plans. Sales managers can access, explore, and analyze their team’s performance and quota attainment with just a few clicks, and can easily identify their top performers.
MicroStrategy can help organizations optimize every aspect of their sales operations with various applications for analytics, mobility, and security, as listed below.

**Digital ID Badge**
Provide sales reps with faster access to all applications by replacing traditional passwords with an employee badge delivered via a location-aware smartphone app.

**Usur/Security**

**Pipeline Management**
Leverage predictive algorithms and historical sales data to make more accurate pipeline forecasts.

**Prospect Analysis**
Analyze win-loss data to better understand buying trends and give sales teams the information they need to identify and focus on the most promising opportunities.

**Sales Rep Activity**
Track which sales reps are available and nearby in case of a customer emergency. Easily monitor sales rep activity and instantly communicate with teams around the world.

**Task Management**
Help sales people streamline processes and perform quick administrative tasks on the go with write-back to critical sales systems.

**Training**
Integrate data from a wide range of sources and provide tools for sales reps to stay up to date with new products, updates, marketing collateral, and other materials.

**Sales Compensation**
Identify incentive programs that properly compensate employees based on performance metrics.

**Territory and Quota Planning**
Optimize quota plans and territory assignments to keep sales teams motivated and successful.

**CRM Analytics**

**Sales Executive Workbench**
Provide sales executives with real-time visibility into the status of customers, opportunities, and the performance of their teams.

**Sales Rep Activity**
Track which sales reps are available and nearby in case of a customer emergency. Easily monitor sales rep activity and instantly communicate with teams around the world.

**Customer Insights**
Get a holistic view of customers, from communication records, to open or resolved issues, to account-specific needs. View white space analysis to identify upsell or cross-sell opportunities.

**Sales Renewals**
Give sales reps and managers the ability to visualize customer health analytics, so they can identify at-risk accounts and increase efforts to protect and maintain them.

**Sales Rep**

**Sales Manager**

**Account Management**

**Field Enablement**

**Sales Productivity**
Support agile processes and accommodate rapidly changing schedules. Give sales people instant insight into their accounts so they can quickly identify what customers to engage when last minute cancellations occur.
These five applications are great examples of the powerful impact that data and analytics can have on an organization’s sales processes and results. But they are only the beginning. With MicroStrategy, organizations can quickly build and deploy data discovery apps that can completely revolutionize the way they sell.

All the applications showcased in this document were designed and built using MicroStrategy Desktop. Try it out for yourself when you build your next application.

To get started, download MicroStrategy Desktop for free, at microstrategy.com/Desktop.