Course Title: Data-Driven Sales  
Course Code: BUS 39 W  
Instructor: Ken Niese

Course Summary:  
Use data to continuously improve the performance of your sales team.

*Please see course page for full description and additional details.

Grade Options and Requirements:
- **No Grade Requested (NGR)**  
  - This is the default option. No work will be required; no credit shall be received; no proof of attendance can be provided.
- **Credit/No Credit (CR/NC)**
  - Students must participate in at least 70% of weekly discussions.
  - Students must complete at least 50% of weekly multiple-choice comprehension assignments.
  - Students must complete the case study.
- **Letter Grade (A, B, C, D, No Pass)**
  - Students must participate in at least 80% of weekly discussions.
  - All weekly multiple-choice comprehension assignments and the case study will be graded.
  - Minimum scores for each grade: A=90% B=80% C=70% D=60%

*Please Note: If you require proof that you completed a Continuing Studies course for any reason (for example, employer reimbursement), you must choose either the Letter Grade or Credit/No Credit option. Courses taken for NGR will not appear on official transcripts or grade reports.

Tentative Zoom Schedule:

Each week will include live interaction with the instructor to expand on the topics for that week and hear about real-world application of the concepts. Sessions will be on Thursdays, alternating between mid-day and late afternoon PST; exact times will be announced in class.

Most weeks will include data sets, graphs or charts for review during the zoom sessions. See how the instructor and fellow classmates have interpreted the data, and add your own insights into the conversation.
**Please note: Attendance at Zoom sessions is not required. Sessions will be recorded for those unable to attend.**

**Tentative Weekly Outline:**

- **Week 1:** Measuring Sales Teams, Part 1. Discovering types of sales metrics for new client sales and customer retention functions.

- **Week 2:** Measuring Sales Teams, part 2. Dollar metrics, activity metrics, pipeline metrics and customized metrics.

- **Week 3:** Applying the Scientific Method in a Sales Setting.

- **Week 4:** Sales Team Structure and Case Study. Discover different sales structures and their processes: End-to-End vs Setter-Closer vs Team Sales.

- **Week 5:** Tools for Data-Driven Sales. How to maximize a Customer Relationship Management system and use it to collect your data.

- **Week 6:** Impactful Reporting and Dashboards. Study examples of good and bad reports and dashboards.

- **Week 7:** Structuring a Sales Operations Department. Roles and responsibilities of the personnel required to support data-driven sales.