

**ADVANCED  
ANALYTICS FOR  
SALES LEADERS**

LIVE VIRTUAL

BEGINS SEPTEMBER 19

**Super Charge Your Sales With the Power of Analytics**

A data-driven approach is essential for sales success—yet countless leaders express uncertainty with analytics. How can data optimize sales strategy? What analytics tools are needed for effective decision-making? You'll learn this and more in [Advanced Analytics for Sales Leaders](#). In this new program, I'll show you how to drive profit through data and identify which stats matter—two of the biggest challenges in analytics today.

[Learn More](#)
**Program Insights**

- Gain a thorough understanding of the kinds of problems sales leaders can solve using analytics
- Learn what it means—and how to—a winning analytics strategy
- Understand how and why prospect/opportunity value should be at the heart of important sales decisions

**New Program: Advanced Analytics for Sales Leaders**

September 19-21, 2022

Live Virtual

\$2,850

Register today to reserve your spot!

[Register Now](#)
**Live Virtual Learning**

This program takes place in a live virtual classroom, built to deliver a rich experience where you'll engage with faculty and peers. You'll come away with an understanding of how to integrate data for more efficient and effective decision-making.

**Download a Brochure**

Complete this quick form to receive more information on the program.

[Request Now →](#)

Best wishes,  
Joel Shapiro, JD, PhD,  
*Clinical Associate Professor of Managerial Economics & Decision Sciences*

**Meet the Academic Director**

**Joel Shapiro, JD, PhD**, is Clinical Associate Professor of Managerial Economics & Decision Sciences at Kellogg School of Management. An expert on helping business leaders generate value through analytics, Joel's work has been featured globally at conferences and in top business publications. He holds a PhD in policy analysis from the Pardee RAND Graduate School in Santa Monica, CA, a JD from Northwestern University School of Law in Chicago, IL, and a BS in physics from the University of Michigan in Ann Arbor, MI.

**Ready to Connect?**

We look forward to welcoming you to Kellogg. If you have any questions, please [send an email](#) or call **847.467.6018** for a personal consultation with an advisor.