

““ *The Power of Sales Analytics* is no ordinary sales book. It represents the culmination of many years of intense and thoughtful effort by many talented people, some of whom have contributed authoritative chapters. If you want to be a player in the exciting future world of sales, you will need to master the frameworks, models, and methods in this book.””

Neil Rackham
Author of *SPIN Selling*

““ As many national sporting teams have overhauled internal decision-making strategies, so too has ZS Associates taken a ‘Moneyball’ approach to analyzing the sales process in *The Power of Sales Analytics*. Through data-driven analysis, this book’s decision frameworks minimize bias and enhance decision quality, shifting away from emotionally driven decisions toward thoughtful and informed decisions, with an emphasis on results.””

Justin Ford
Manager, Sales Compensation, CareerBuilder.com

““ This book explores how companies can truly leverage sales analytics for maximum effectiveness, in part, by bringing together the right combination of company and outsourced resources.””

Rick Keefer
President and CEO, Publicis Touchpoint Solutions, Inc.

““ *The Power of Sales Analytics* shows you how to use analytics to support the fundamental sales force decisions that drive sales effectiveness — from formulating the best sales strategies to hiring the right talent and managing sales performance.””

German Carmona Alvarez
Vice President, Aggregates, CEMEX

““ When it comes to sales analytics, too often companies wait for a perfect solution that never comes. This book demonstrates how by starting with some basics and evolving capabilities over time, any sales force can use analytics to create insights that produce real results.””

Christopher Ahearn
Senior Adviser, TPG Capital

““ *The Power of Sales Analytics* demonstrates the tremendous value that a more scientific, data-based approach brings to sales force decision making. It shows how analytics can enable sales leadership with insight, to improve sales coverage, account assignments, incentive plan design, sales forecasting, goal setting, and more. In addition, it shows what’s needed to build this business-critical capability.””

Mark Sergot
Senior Vice President, Global Sales Organization,
Fairmont Raffles Hotels International

““ The most critical step in building an incentive compensation plan that is fair and drives the right behaviors is investing time on the front end. *The Power of Sales Analytics* discusses how the proper analytics and clear direction on the business objectives can help ensure your results match the intended objectives.””

Sharon Crall
Compensation Manager, Cintas Corporation