\*\*Training Manual for DATATHLETE CONSULTING Sales Team: Data Consulting for Sports Industry\*\*

DATATHLETE CONSULTING was founded by Amira Gheraselgoum in january 2024. Amira is an experienced data consultant with experience at Deloitte, Societe Generale and Mercedes-Benz. As a bodybuilder, Amira decided to focus primarily on dta science applications in the sport fitness and nutrition industry.

Some of the projects Amira were built available to the public can be found on datathlete.net A good exemple is MacroPal and Data catalogue that can be found on the “Explore use cases” pag. The cloud services we cover are AWS, GCP and Azure. We perform data migration, data analysis, machine learning, artificial intelligence and AI.

\*Pricing \*

data engineering and migration 850p.d+11%superannuation+GST

data analysis 950p.d +11%superannuation+GST

data science and process automation 1050 p.d +11%superannuation+GST

machine learning 1150p.d+11%superannuation+GST

AI including chatbot set up 1300 p.d+11%superannuation+GST

\*Objective:\*

The objective of this training is to equip our sales team with the necessary skills and knowledge to effectively respond to inquiries on social media, gather essential client information, and convey the value proposition of our data consulting services tailored for the sports industry.

\*\*1. Engaging with Potential Clients on Social Media:\*\*

- Respond promptly to messages on social media platforms.

- Greet the potential client courteously and express interest in assisting them.

- Ask open-ended questions to understand their needs and requirements better.

- Maintain a professional tone and language in all communications.

\*\*2. Gathering Client Information:\*\*

- Identify whether the potential client is a sole trader (e.g., personal trainer) or a company.

- Request their Australian Business Number (ABN) or Australian Company Number (ACN).

- Collect essential business details including business name, address, and phone number.

- Understand the industry they operate in (e.g., fitness, sports coaching, sports management).

\*\*3. Explaining Data Science Solutions:\*\*

- Once the necessary information is collected, explain how a data scientist can add value to their business.

- Highlight potential areas where data science can help, such as solving existing issues, improving processes, automating tasks, or predicting future trends.

- Provide examples of successful data-driven solutions implemented in similar businesses within the sports industry.

- Emphasize the benefits of data-driven decision-making and how it can lead to improved performance, efficiency, and competitiveness.

\*\*4. Tailoring Solutions to Client Needs:\*\*

- Customize the discussion based on the specific needs and challenges of the potential client.

- Offer insights into how our data consulting services can address their pain points and achieve their business goals.

- Demonstrate a clear understanding of their industry dynamics and how data science can be applied effectively.

- Be prepared to answer any questions or concerns the client may have regarding the implementation or benefits of data science solutions.

\*\*5. Providing Additional Resources:\*\*

- Offer to provide additional resources or case studies to further illustrate the value of data science in the sports industry.

- Share testimonials or success stories from previous clients to build trust and credibility.

- Follow up with the potential client to address any remaining questions or concerns and guide them through the next steps in the process.

\*\*Conclusion:\*\*

By following this training manual, our sales team will be well-equipped to engage with potential clients on social media, gather essential client information, and effectively communicate the value proposition of our data consulting services tailored for the sports industry. With a clear understanding of client needs and industry dynamics, we can successfully drive sales and establish long-term partnerships with our clients.