

Ideation Phase
Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID01297
Project Name	GLOBAL SALES DATA ANALYTICS
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions.

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

Reference: <https://www.mural.co/templates/empathy-map-canvas>

Step-1: Team Gathering, Collaboration and Select the Problem Statement

PROBLEM STATEMENT

Many global, industry-leading brands are now using their sales data in ingenious ways to make better business decisions, but any company can take advantage of insights and reporting tools to achieve data-driven sales success. In this article, we reveal how you can use data-driven sales to achieve your company's specific goals and needs.

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Key rules of brainstorming

To run an smooth and productive session



Stay in topic.



Encourage wild ideas.



Defer judgment.



Listen to others.



Go for volume.



If possible, be visual.

Step-2: Brainstorm, Idea Listing and Grouping

Brainstorm

Write down any ideas that come to mind that address your problem statement.

🕒 10 minutes

Harika

Sales data analysis is a vital way for organizations to maximize their sales capacity.

By using sales data, companies can gain the ability to forecast demand, identify trends, and optimize their sales strategy.

Improve value propositions and price points.

Jeni

By utilizing sales data, businesses can make data-driven decisions, leading to improved sales performance and customer satisfaction.

Setting the price of new products and services to achieve maximum value and margin.

Monica

Narrow and Refine Product Offerings.

Sales data helps identify trends, allowing you to tailor your offerings to specific customer segments and maximize your revenue.

Jaya Priya

It is able to make informed decisions and adapt to market changes by analyzing sales data.

By using sales data, businesses can identify customer needs and preferences, leading to more effective marketing strategies and improved customer loyalty.

Harriet Linda

One of the most effective ways to gain insights into customer behavior is by analyzing sales data.

By using sales data, businesses can identify trends and patterns, allowing them to make data-driven decisions and optimize their sales strategy.

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

🕒 20 minutes

Relying on guesswork
leaves you open to being disrupted by more data-savvy competitors and startup companies, regardless of what industry you're in.

When most companies opt for a one-size-fits-all approach, data-driven companies are able to find many different value propositions for different segments of customers to identify which one is most effective.

By using market data and algorithm pricing engine and knowing how to assess sales data, companies can tell very different price points to determine what the optimal price is for each solution, and even for each segment of customers.

a dynamic, fast-moving business environment, a well-designed data analytics program could easily become your competitive advantage.

Sales data analysis allows you to quickly identify customer needs and deliver personalized solutions faster, more efficiently, and at a lower cost than your competitors.

When leaders can accurately forecast what revenue will be, they can then use that knowledge to allocate resources and manage the workforce more efficiently.

Cutting waste allows them to be more agile and more quickly respond to changing market conditions.

When sales managers have reliable data, they can create a more forecast for each individual sales rep and compare their current performance to their performance in the past.

By looking at data from your CRM, you can see how fast each team is moving and identify which activities cause the most impact when it comes to closing deals and generating revenue.

Sales data analysis gives you the ability to identify the top factors that cause customers to churn, so you can spot at-risk accounts and proactively reach out to them to address their concerns and make sure they are thoroughly satisfied.

Step-3: Idea Prioritization

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Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

⌚ 20 minutes

