

the **BIG IDEA** worksheet

Instructions: Complete this worksheet using your assigned dataset.

Project Name:

Who is your **AUDIENCE**?

1. List the primary groups or individuals to whom you’ll be communicating.

**Primary Audience: Sales Managers, Company Executives**

1. If you had to narrow that to a single person, who would that be?

**Sales Director**

1. What does your audience care about?

**Increasing sales and profitability**

**Identifying top-performing salespeople and product lines**

**Understanding and addressing sales trends**

1. What action does your audience need to take?

**Implement recommendations to improve sales performance, such as:**

* **Recognizing top performers**
* **Investigating the recent sales decline**
* **Optimizing product line strategy**
* **Utilizing salesperson experience effectively**
* **Monitoring performance and implementing data-driven strategies**

1. What is **AT STAKE**?

**Company growth and profitability**

**Sales team motivation and effectiveness**

**Meeting customer needs and maintaining market competitiveness**

1. What are the benefits if your audience acts in the way you want?

**Increased sales and revenue**

**Improved customer satisfaction and loyalty**

**More efficient use of resources**

1. What are the risks if they do not

**Stagnant or declining sales**

**Loss of market share to competitors**

**Missed opportunities for growth and profitability**

Form your **BIG IDEA**

**By leveraging data-driven insights to identify top performers, optimize product lines, and develop sales talent, we can significantly increase sales growth and secure the company's future success.**