

SALES ANALYTICS ASSISTANT

DATA THAT DRIVES SALES

ANALYTICS FOR DECISIONS

Individual rate: personal sales analyst

Vladislav — Your B2B Active Sales Manager

1. SALES WITHOUT ANALYTICS IS SHOOTING IN THE DARK

I am your personal sales analyst. I don't build dashboards for aesthetic appeal — I build a system where every number is tied to an action. Conversion drops — I find at which stage and why. Average ticket is declining — I show which segments have sagged and what to do about it. Managers are working but results are weak — I break down the funnel piece by piece and give concrete recommendations. I work at the intersection of analytics and sales: not abstract reports, but answers to the question "what to do tomorrow to sell more."

What I do:

| Direction | What Specifically |
|------------------------|-------------------------------------------------------------------------------------------|
| Funnel Analytics | Stage-by-stage conversions, bottlenecks, loss reasons. Where exactly money is "leaking" |
| Performance Analysis | Manager productivity, cost of client acquisition, LTV, ROI by channel |
| Client Segmentation | ABC/XYZ analysis, RFM segmentation, identification of profitable and unprofitable clients |
| Forecasting | Sales forecast, plan vs. actual, seasonality, revenue projection for 1–3 months |
| Reporting & Dashboards | Weekly/monthly reports with recommendations. Key KPI visualization |

2. HOW I WORK

- Connect to your CRM, databases, spreadsheets — study current data and processes
- Conduct a sales funnel audit: where is conversion, where are losses, where are the "black holes"
- Build a metrics system: which indicators to track, how to calculate them, what they mean
- Produce regular reports with specific actionable recommendations
- Tie every number to a decision: not "12% conversion", but "here's what to do to get to 18%"

3. WHAT YOU GET

| Result | Details |
|-----------------------|----------------------------------------------------------------------------------------|
| Sales Funnel Audit | Complete map: stages, conversions, losses, bottlenecks. Recommendations per stage |
| KPI System | Metrics set for managers, department, and leadership. What to track, how to interpret |
| Database Segmentation | Clients sorted by profitability, activity, and potential. Sales priorities |
| Sales Forecast | Forecast for 1–3 months: by managers, products, segments. Plan vs. actual |
| Regular Reports | Weekly dashboards: funnel, dynamics, anomalies, recommendations |
| Actionable Insights | Not just numbers — specific actions: who to call, what to change, where to push harder |

4. WHY IT'S NEEDED

Most sales departments operate "on gut feeling": it seems managers are busy, it seems there are enough leads, it seems the funnel is working. Then — the plan isn't hit, and no one understands why. Analytics removes "it seems" and replaces it with "I know for certain."

- I know for certain that 40% of leads are lost at the proposal stage.

Ready to discuss your challenge. Reach out and I will respond personally.

Vladislavs Mamonovs

Commercial Analyst & Sales Manager

northth@professionals.lv +371 26050644 <https://professionals.lv>

- I know for certain that segment A generates 70% of revenue.
- I know for certain that manager X closes 3x more with the same number of contacts.

5. WORK FORMATS

| Format | What You Get |
|----------------------------|--------------------------------------------------------------------------|
| Express Audit (3–5 days) | Current funnel analysis, key problems, and recommendations. Quick result |
| Analytics Sprint (2–3 wk.) | Full audit + KPI system + database segmentation + first forecast |
| Ongoing Analytics | Weekly reports, KPI monitoring, forecasts, actionable recommendations |

6. PROBLEMS I SOLVE

- No understanding of why the plan isn't being met — numbers aren't being analyzed
- CRM is filled in, but data isn't being used for decision-making
- Don't know real conversion rates — funnel is "in your head", not in numbers
- Managers are busy, but results are weak — unclear who is effective and who isn't
- No sales forecast — every month is a "surprise" instead of a managed result
- Don't know which clients are profitable and which are only consuming resources

7. WHY IT WORKS

When you see the funnel in numbers — you manage sales, not hope for them. When you know conversion from proposal to deal is 15%, but your best manager's is 35%, you understand what to do: not hire new people, but train current ones in what works. When you see that segment B generates 5% of revenue but consumes 30% of time — you reallocate resources.

Analytics is not reports. It's a decision-making system that turns data into money.

Want to make decisions based on data, not intuition?
Bring in the analyst — in 3–5 days I'll show you where you're losing money.
Funnel, KPIs, segmentation, forecast — all tied to actions.
Not abstract dashboards — specific growth recommendations.
Don't need me — disconnect without risk.

Service description is based on real experience providing analytical support to B2B sales departments. Specific results depend on industry, data volume, and CRM infrastructure maturity.

Want to build a system of active B2B sales?
Bring me in — I'll launch sales in 4–6 weeks.
Working in parallel with your team, recording everything in CRM.
Don't need me — disconnect without risk.

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