



Hi there,

What's the deal with Barney up there?

Ah, yes, he just heard someone say that buzz-killing buzzword: "**Big Data.**"

If you have a similar reaction, you're not alone — it can be an anxiety-inducing term.

As you'll soon find out in this [blog post](#), Big Data is actually a simple concept that can be easily applied to your **sales strategy**.

Barney read it, and now you can shout "Big Data" at him and he barely flinches.

Oh, one more thing about Big Data: it'll make you some **big revenue**.

Got your buzz back yet?

[Get buzzed by reading 'Drive Big Dollars with a Little Big Data'](#)

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