

# LEAN SIX SIGMA IN SALES



## DESCRIPTION

The Lean Six Sigma in Sales program provides a framework, tools and methods used in traditional Lean Six Sigma programs, adapted for the unique environments, processes and culture of sales.

The program can be implemented with Lean Six Sigma project teams, using actual projects as the framework for learning while simultaneously applying the Lean Six Sigma techniques and tools.

## KEY TOPICS

- The unique challenges of applying Lean Six Sigma in sales;
- Applying the DMAIC (Define-Measure-Analyze-Improve-Control) cycle in a sales environment;
- Techniques for collecting and analyzing actionable Voice of the Customer (VOC) data;
- Mapping sales processes and determining process metrics;
- 'Leaning' the sales process;
- Reducing variation in sales processes and results;
- Identifying, piloting and implementing improvements in a sales environment.

## METHODS and TOOLS

- Lean Six Sigma Readiness Assessment
- Custom case studies to enable rapid application of Lean Six Sigma in sales environments
- Lean Six Sigma Tools, adapted for sales with sales-specific examples
- Voice of the Customer data gathering questionnaires, data collection and analysis worksheets;
- Sales process templates, process maps and metrics
- Value-adding sales process analysis tool;

## OUTCOMES, Participants will:

- Effectively execute Lean Six Sigma projects in a sales and marketing environment, through Control and Implementation phases
- Develop new capabilities to apply Lean Six Sigma tools and methods to drive revenue growth and profit
- Develop high-performing sales processes
- Drive measurable results in revenue and profit growth, increased customer penetration, satisfaction and loyalty.

## PARTICIPANTS

- Sales Professional, Account Managers, Marketing Managers, Lean Black Belts and Lean Six Sigma deployment managers

## PROGRAM LENGTH

- Three 2-day workshops based on the DMAIC cycle; coaching teleconferences and web-meetings between each 2-day workshop.