

Six Sigma for Sales

Introduction

Sales and Marketing processes tend to evolve without the structure which is imposed on other functions. This leads to a reduction in the effectiveness and efficiency of the sales organisation with the attendant duplications, errors and lower ROI. The success of a sales organisation depends on how efficiently and effectively its sales processes are planned and managed.

Many companies already use Lean Six Sigma or other Continuous Improvement (CI) frameworks in their logistical and manufacturing functions but have difficulty translating these into the Sales and Marketing arena, due to historical, cultural and operational challenges. Not all the tools are transferable, and sales people need to be in front of customers, not writing reports!

This course will help participants improve the Sales, Marketing and Customer service areas of their organisation by using specific tools from continuous improvement frameworks including Lean Six Sigma, TRiZ, and TOC.

Objectives

By the end of this course participants will be able to:

- **Define:** Map and align their sales processes with their customers buying processes using pattern and contradiction analysis.
- **Measure:** The efficiency and effectiveness of their sales organisation by collecting data and using flow charts, Ishikawa (fishbone) diagrams, and SIPOC diagrams.
- **Analyse:** Compare their sales processes against optimal benchmarks, by assessing the strengths, weaknesses, opportunities, and threats within the sales operation. Use various models to understand, identify, analyse and reduce various types of waste.
- **Improve:** Set strategic objectives and goals for their sales processes. Go back to their organisation with a plan to begin incorporating CI into their sales and marketing processes
- **Control:** Establish a control system enabling the monitoring and continuous improvement of the sales processes.

Content

A sample of what is covered includes:

Sales as a Process

Understanding how we and others see sales as a function. Where does it fit in with other business functions? Process mapping both customers buying processes and the sales process and understanding the importance of patterns.

Understanding Improvement Concepts

The five key ideas supporting Lean process improvement: value, waste, variation, complexity, and continuous improvement. In this session, participants will learn about the three main wastes and how they can be identified.

DMAIC in Sales & Marketing

A more in-depth discussion around the methodologies and the advantages and challenges of the change management process required for implementation. During this session the concepts of contradiction analysis as opposed to constraint identification are introduced as sales process analysis tools.

Most of the first afternoon will be spent learning about and practicing various Lean data tools, including flow charts, Ishikawa (cause and effect or fishbone) diagrams, SIPOC charts, and value stream maps. We will also share some tips for effective data analysis.

Praxis

The second morning is about putting the learnings into practice with case studies, discussions and role plays.

A Plan to Take Home

The final session will challenge participants to think about roadblocks and pitfalls to Lean Six Sigma implementation in the Sales & Marketing functions and how to bring those lessons to their organisation. Lean projects and a framework for a successful Lean approach.

