

Lean Sales and Marketing Process

Step 1

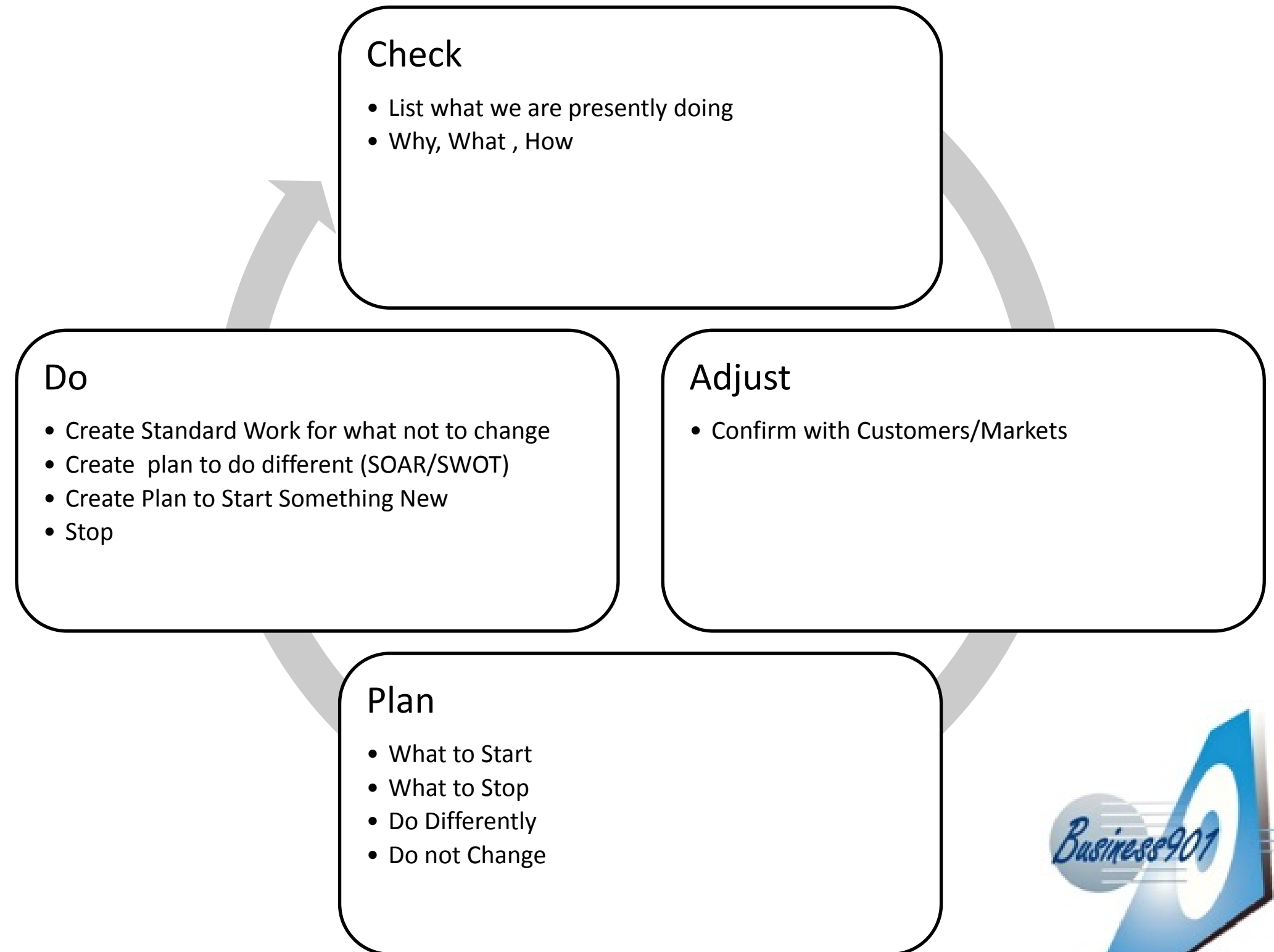
The steps are rather simple but often more difficult than someone can first imagine. The problem originates that marketing has seldom been treated as a process.

Check: We start out by listing our marketing activities, events, people and the current processes we use.

Adjust: We confirm the Why, What and How of the process with a few customers receiving feedback on the effectiveness of our current efforts.

Plan: Organizing what we have learned, we decide what to Stop, start, do differently, and do not change.

Do: The work of this cycle is to create a starting point for our efforts. We will branch out into three areas after completing this cycle. The only thing we will not continue with at this time are the items we have decided to stop doing. We may come back and revisit later.



Step 2: What we are not going to change

This is where we just document what a standard is and start performing to the existing standards.

SALES SDCA documents the current best practice and provides the foundation for all continuous improvement. It provides the structure for daily accountability and the prescribed performance to a standard. Part of Standard Work is the visual forms that provide the **line of sight** between team members, teams, leaders and coordinators.

One of the key considerations in developing a team is to determine the objective of the cycle. In SDCA, we structure for tactical execution.

SDCA: Tactical-Execution Team

Objective: Focuses on carrying out a well-defined plan.

Dominant Feature: Clarity

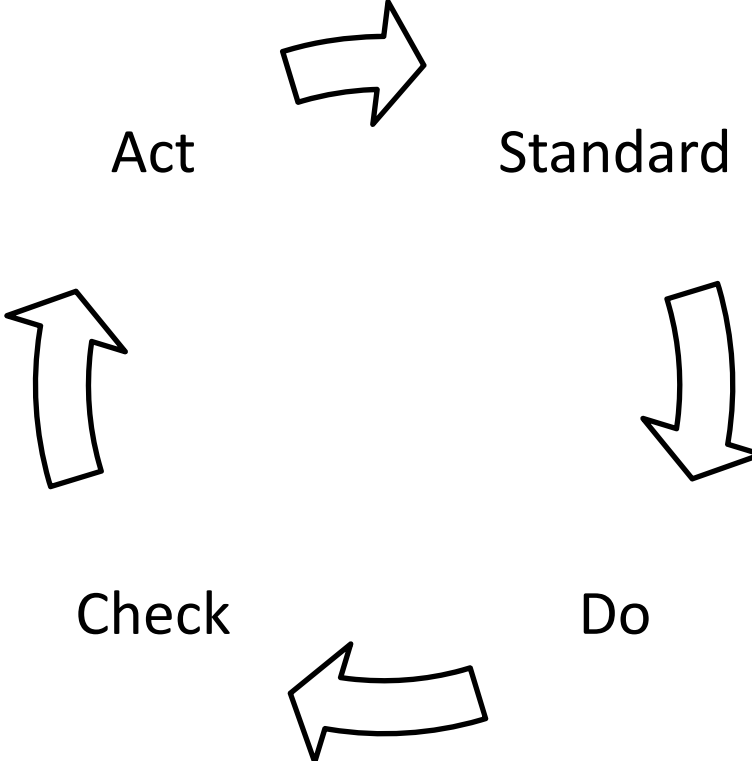
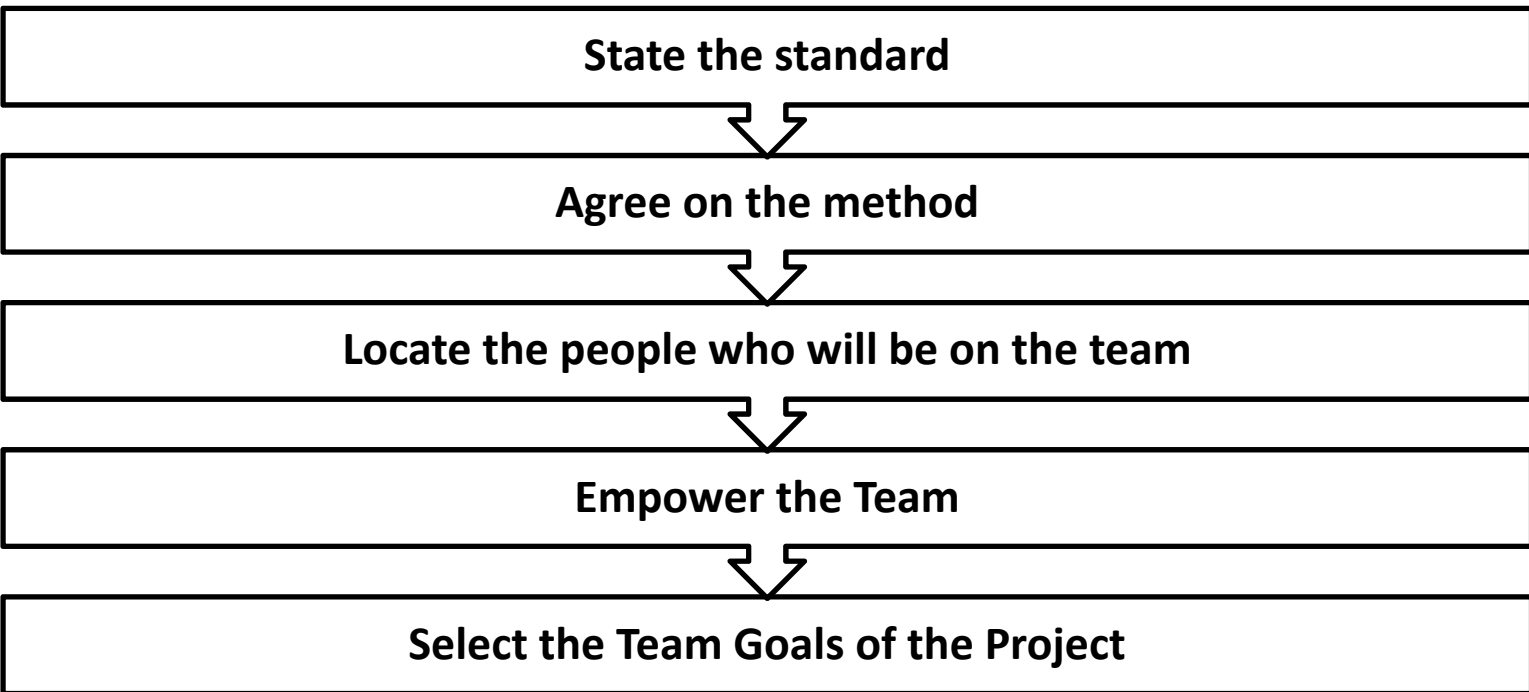
Sales Process Example: Upgrade to an existing product

Process emphasis: Highly focused task with clear roles

Lifecycle Models: Waterfall, design to schedule, spiral, staged delivery

Team Members: Loyal, committed, action-orientated, sense of urgency, responsiveness

Team Models: Business team, feature team, SWAT



Step 3: What we are going to change

This is where we choose between improving an existing process, introduce a new product, acquire new customers or enter new markets. When we view existing Product(Service) /Markets we will only work on one/half oat a time. Either Product/Services or markets not both. See the Lean Scale Up eBook for more information.

SALES PDCA provides feedback to justify our hypotheses and increase our knowledge. This allows both the customer and us not to be perfect the first time. The rate of change or the speed of the improvement is a key competitive factor in today's world. PDCA allows for major jumps in performance not through massive breakthroughs but through frequent small improvements.

One of the key considerations in developing a team is to determine the objective of the cycle. In PDCA, we structure for problem-resolution.

Problem-resolution team:

Objective: Focuses on solving a complex, poorly defined problems.

Dominant Feature: Trust

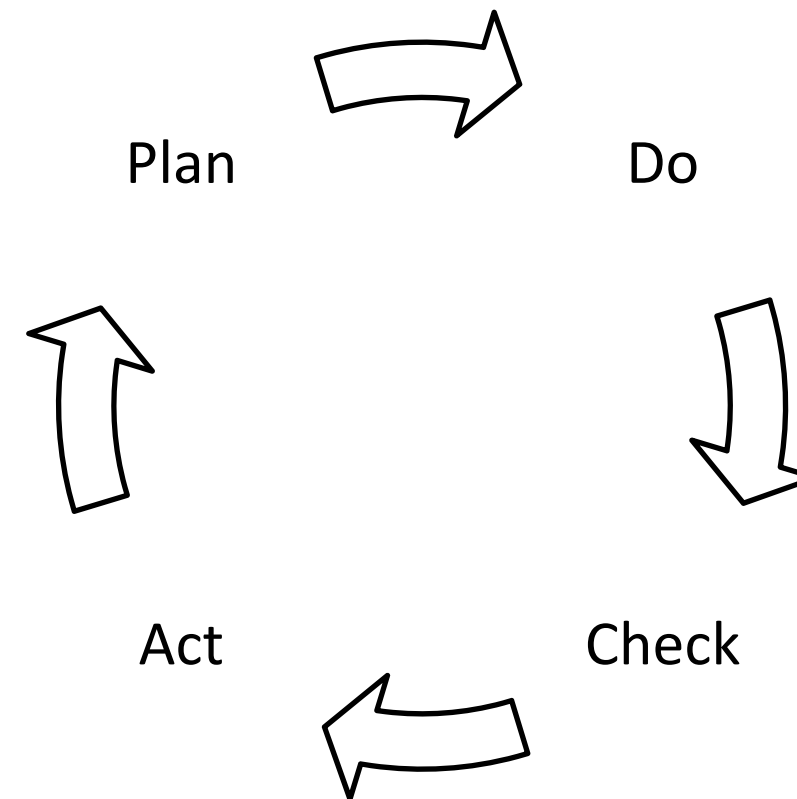
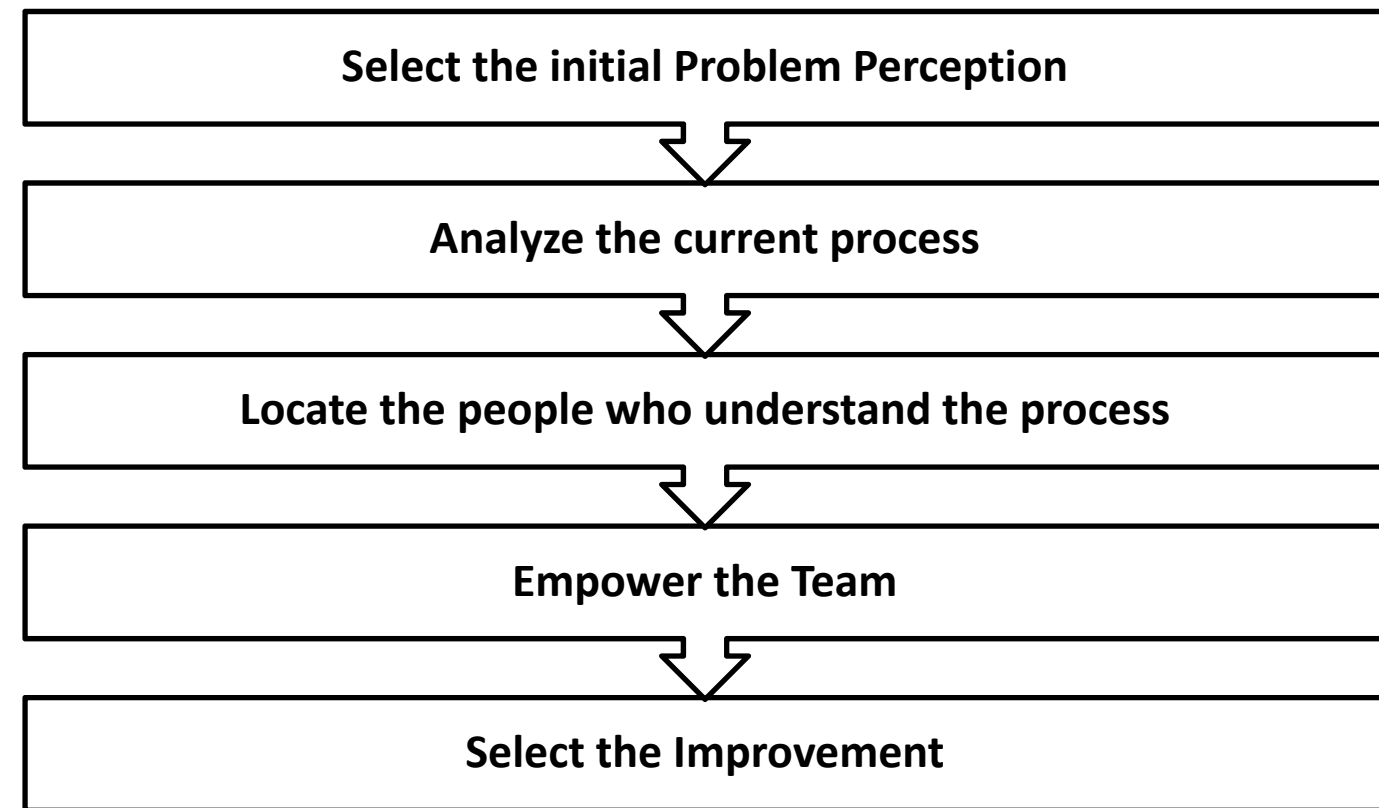
Sales Process Example: Sales inquiry for proposal

Process emphasis: Focus on issues

Lifecycle Models: Try and Fix, spiral

Team Members: Intelligent, street-smart, people-sensitive, high integrity

Team Models: Business team, professional athletic team, search and rescue, SWAT



Step 4: Start

This is where we choose to enter into a new product and a new market. This is equivalent to a Lean Startup where product/market fit must be determined.

SALES EDCA provides an opportunity to explore new propositions and innovation in the users domain . The environment determines where to start and complex marketing environments need EDCA. Within the actual EDCA cycle the team is empowered to make their own choices and determine their own direction to accomplish the goals of that cycle.

One of the key considerations in developing a team is to determine the objective of the cycle. In EDCA, we structure for innovation and creativity.

Creativity Team:

Objective: Explore possibilities and alternatives.

Dominant Feature: Autonomy

Sales Process Example: Creating a new advertising program

Process emphasis: Explore possibilities and alternatives

Lifecycle Models: Evolutionary prototyping, evolutionary delivery, staged delivery, spiral, design-to-schedule

Team Members: Cerebral, independent thinkers, self-starters, tenacious

Team Models: Business team, feature team, skunk-works team, theater team

