

## SALES CAP-Do A3

<b>Team Name:</b>	<b>Sales Cycle ID:</b>	<b>C: Check</b> List what we are presently doing – Why, What, How Share and document experiences in the SALES Team Review organizational structural forces List what we are certain and uncertain about Value Chain Analysis: assess the current value chain that supports the customer’s journey			
<b>Sense-making: Give meaning to experience.</b> Create a point of view statement that defines the efforts to understand connections which can be among people, places, and events. Understanding the problem space is many times as important as understanding the user.					
<b>A: Analyze the user</b> Define and study the user to develop insights as a starting point for defining value. Review and focus on the service period to determine the pre-service, service and post service durations.		<b>A: Act (Adjust)</b> Confirm with Customers/Markets key certainties and uncertainties Observe, Think and Feel: Planning is not done in isolation. Visit customers, go to Gemba for planning. Write stories with customers of existing events Write stories of customers of future events/scenarios			
<b>L: Locate the people who understand the user and the needs</b> List the members of your team, including position and role they will play.  <table><tr><td><u>Name</u></td><td><u>Position</u></td><td><u>Role</u></td></tr></table>		<u>Name</u>	<u>Position</u>	<u>Role</u>	<b>P: Pause (Presencing)</b> Are the stories clear, concise and relevant? Reflection – The stories that you created in Check match with stories in Act (Divergent views are important) Isolate and group key assumptions Seek to understand
<u>Name</u>	<u>Position</u>	<u>Role</u>			
<b>E: Empower the Team</b> The team is autonomous and completely responsible for the tasks within this stage. Clarity is the most critical factor for empowering a team. Outline Meetings, Daily Stand-ups, Weekly Tactical and others as needed. Define Standard Work of Team (Team Charter) to accomplish process.		<b>P: Plan</b> Act and Engage: look and generate new alternatives Visualization: use imagery to envision possible future conditions Concept Development: assemble innovative elements into a coherent alternative solution that can be explored and evaluated Group and make decisions on what:  <div><div>=&gt; To Start</div><div>=&gt; To Stop</div><div>=&gt; To do Differently</div><div>=&gt; Not to Change</div></div>			
<b>S: Select a limited set of needs you are designing for—your user.</b> Create user stories based on this set of needs.		<b>D: Do</b> Enact our Decisions  <div><div>=&gt; Create Standard Work for what not to change</div><div>=&gt; Create Plan to do different (SOAR/SWOT)</div><div>=&gt; Create Plan to Start Something New</div><div>=&gt; Stop what we don't want to do</div></div> Customer Co-Creation: enroll customers to participate in creating a solution that best meets their needs Analyze and optimize: isolating and testing the key assumptions that will drive success or failure of a concept Rapid Prototyping: express new concepts in a tangible form for exploration, testing, and refinement Relate and Influence: No matter how good of an idea you have, the key is still in gaining acceptance of others, build constituency.			