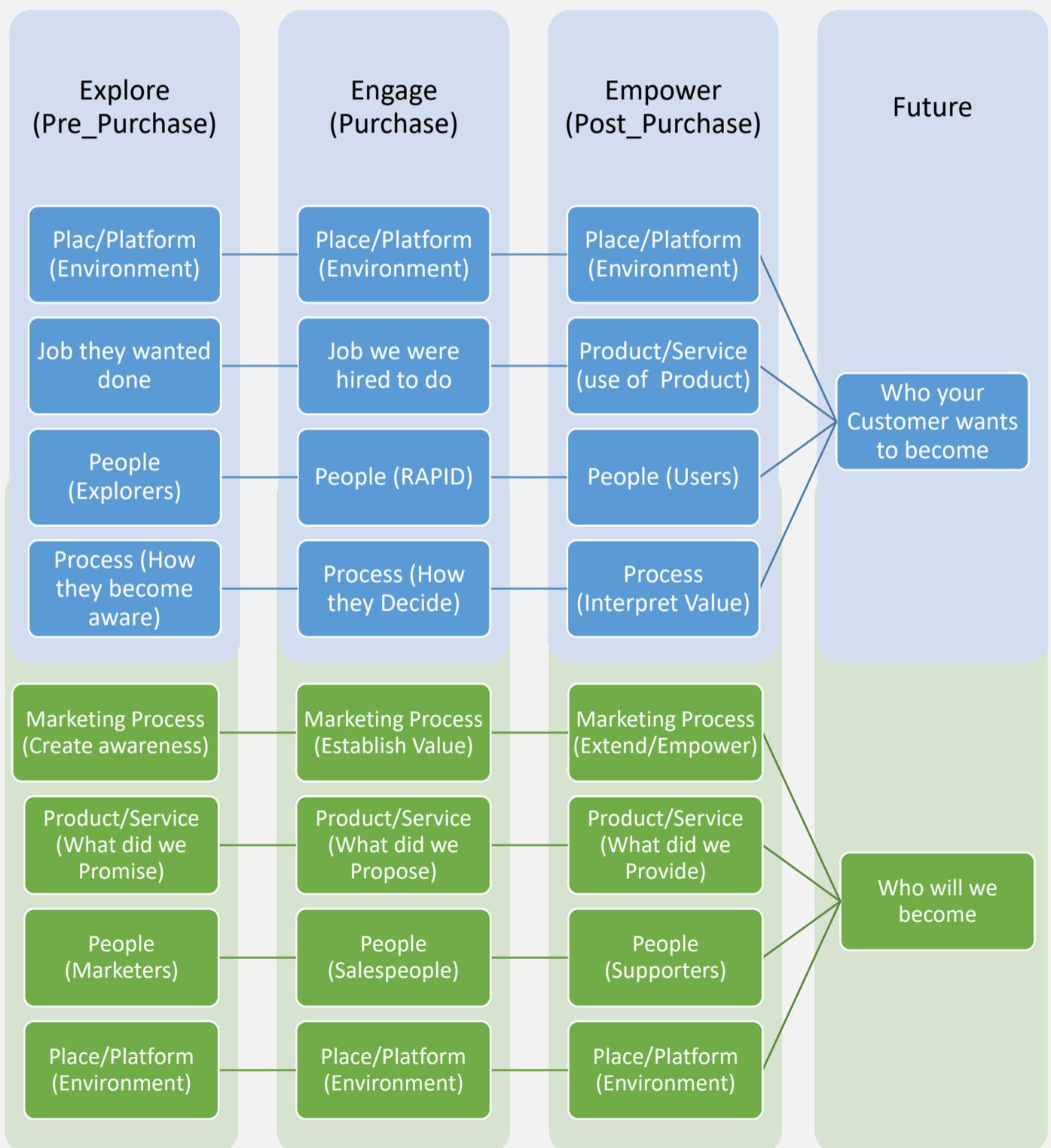


Determine Sales/Marketing Current State

Empower Customers, Engage Prospects, Explore New (work from right to left)

1. Define a value stream based on core product/service and capabilities
2. Complete blue section for key accounts & corresponding green for ourselves
3. Cluster key accounts with other similar customers within value stream
4. Complete blue section for value stream & corresponding green for ourselves
5. Reflect on the process (CAP-Do) and create standard work (SDCA).



If you would like to give Business901 attribution for this diagram, it would be appreciated.