

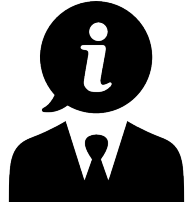
# Lean Sales Transformation offering

Coaching services to support your transformation

**LEAN SALES**

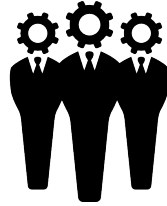
Breakthrough results in B2B sales

# Lean Sales offering



## Lean Sales book

**Lean Sales book** will help you familiarize yourself with key concepts and learnings from other companies.



## Lean Sales Transformation

**Coaching services to support** will help you and your team to identify issues, define solutions and improve sales process and sales performance. Typical examples are

- Online Access to tools and templates
- 100 day Lean Sales Transformation plan
- Continuous Improvement
- Lean Sales Certified Sales Development professional



## Lean Sales Consulting

**Consulting services to deliver** will help you get certain areas of your sales process fixed. Typical examples are

- Customer Segmentation
- Value Proposition
- Pricing Strategy
- Sales Organization Design
- Sales Process Design
- Sales Management System Design



## Outsourced Sales Operations

**Outsourced sales operations service** will help you implement changes in your sales process quickly and effectively. We'll lead your sales and new customer acquisition effort and take responsibility over continuous improvement. Your sales people will do the selling.

**LEAN SALES**

Breakthrough results in B2B sales

# 100 day Lean Sales Transformation plan

## **Week 1. Preparation**

1. Project charter and objectives
2. Establish Project Steering Team (PST) and identify team members (PTM)

## **Week 2. Kick-Off**

1. Agree on the scope of the Lean Sales pilot (business unit, offering, geographical, teams)
2. Collect relevant data about the current sales process (including offering development, marketing, sales and customer service)

## **Week 3. Customer Value**

1. Defining Value Statement (strategic value your organization delivers to your customers)

## **Week 4. Customer feedback and validation on strategic value creation**

1. Interview approx. 10 to 15 customers and get their perspective on your value creation
2. Compare your internal view and customers' external view on value creation
3. Identify differences between Customers' and your perception of value

## **Week 5. Mapping the value creation process**

1. Current sales process
2. Future sales process
3. Identify targets for process improvement efforts

## **Weeks 6 to 9. Process improvements (1 to 3 teams)**

1. Define KPI's (for each targeted process) that are used to measure moving from Current State to the Future State
2. Define how metrics are captured
3. Implement process changes and begin to measure improvements

## **Week 10. Review KPI's and progress with Project Steering Team (or senior management)**

1. KPI's that measure progress in Future State
2. Identified additional improvements items for phase 2.

## **Week 11. Process improvement phase 2.**

1. Define KPI's for selected target processes (phase 2)
2. Define how metrics are captured
3. Implement process changes and measure progress

## **Week 12. Stabilize the Future State**

1. Implement process changes
2. Measure KPI's

## **Week 13. Continuous Improvement**

1. Introduce method for continuous improvement

## **Week 14. Review KPI's and progress with Project Steering Team (or senior management)**

1. KPI's that measure progress in Future State
2. Identified additional improvements items for phase 3.
3. Review Lean Sales pilot project (PTM)
4. Complete final review of Lean Sales pilot with Project Steering Team (or senior management)

If you think there is room for improvement, please contact

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