



Introduction to Sales Process Improvement

Gaining More of the Right Customers
at Higher Margins and Lower Costs
with Lean and Six Sigma

Michael J. Webb has been creatively helping organizations to achieve their revenue and profit objectives for almost 30 years. Through a unique combination of marketing and sales savvy and analytical creativity he has developed an effective approach for helping executives who are struggling with ineffective marketing and selling processes.

"Your approach to designing and measuring a sales process is right on! You address head-on the myriad problems I run into when I help my customers improve demand creation and speed up sales velocity. If they did what you suggest, they'd simplify and streamline their processes and their lives—as well as increase their sales."

*Jill Konrath, President
SellingtoBigCompanies.com*

Bring science to your marketing and selling organization without causing more problems than results!

Marketing and sales executives are working harder than ever on challenges such as:

- How can marketing and selling be more profitable, and more predictable?
- Why do things we used to do (prospecting, entertainment, tradeshow, promotions, etc.) seem not to work any more?
- How can we meet increased quotas when sales are flat?
- What can be done when forecasts are either wrong, or right, and we don't know why?

Many executives simply fall back on an old standby: You know ... the one where you ask your people to **"Just work a little harder!"**

Now you do not have to be in that position!

Introduction to Sales Process Improvement will show you how to improve your marketing and selling processes by answering one simple question: *"What value does your sales process create for your customer?"*

You'll learn how answering this question unlocks the effectiveness of your marketing and selling, while engaging the powerful analytical tools of the quality movement to analyze causes for unwanted results!

"A must-have book for the sales manager who wants powerful, perceptive and practical advice on how to create a strong and highly competitive sales organization"

*Jack Snader, President
Systema Corporation*

"With so much great information available today regarding improvement initiatives in the manufacturing world, Mike has filled a tremendous void with this book and does a terrific job of applying continuous improvement principles to the sales and marketing arena. Highly recommended to anyone interested in identifying and attacking the real root causes of less than optimized sales and marketing performance!"

*Ralph Jeswald, CPA
Dopkins & Company, LLP*

8.5" x 11" / 183 pages / tape bound / Sales and Marketing Management / Quality Management / Six Sigma / \$84 / Available through www.salesperformance.com

"This is a ground-breaking effort for the management of any function that has regular, direct contact with its customers. Mike adheres to his own principles of delivering value to customers by combining a healthy mix of the intellectual with the practical to illustrate the power and value that exists in applying proven methods to a field heretofore resistant, but no less ripe, for change."

*Rob Tripp
Six Sigma Master Black Belt*



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Available tape bound for \$84 plus \$12 shipping (US). Mail checks payable to Sales Performance Consultants, Inc. (address at left) or order online. For volume discounts and/or questions, please contact Sales Performance Consultants, Inc., directly at (877) 784-6507. Sorry no CODs.

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