

How a Sales Production System **GUARANTEES PROFITABLE** **B2B** Revenue Growth

CUSTOMER'S JOURNEY

WHAT PROBLEMS ARE YOUR CUSTOMERS STRUGGLING TO SOLVE?

- Who is in pain?
- Whose pain is most important?
- What is the pain and its effect?
- When does it need to be solved?
- Where is the cause located?
- What will happen if they don't solve it?

HOW DOES YOUR COMPANY HELP THE RIGHT PEOPLE GET WHAT THEY WANT?

- Which of their problems is most important to solve now?
- What tactic or department can help them most effectively?
- Everything that helps them act is valuable. Everything else is waste.

HOW CAN YOUR TEAM ACHIEVE RESPECTFUL AGREEMENT ON THE WORK (STABILIZE THE PROCESS)?

- Which objectives are most important?
- What methods will be used to achieve them?
- How will we detect (measure) improvement?



HOW CAN YOU CONTINUOUSLY INCREASE RESPONSIVENESS AND VALUE?

- Respect people to enable collaborative problem solving
- Understand variation (conceptually, and statistically)
- Think systemically
- Learn via a method Plan-Do-Check-Act

SELLER'S DAILY WORK

HOW CAN YOU IMPROVE PERFORMANCE OF THE VALUE STREAM (IMPROVE THE FLOW)?

- Measure the quantity and quality of flow.
- This reveals the common, high-impact issues that, if solved, guarantee business growth.
 - Solve problems systematically

