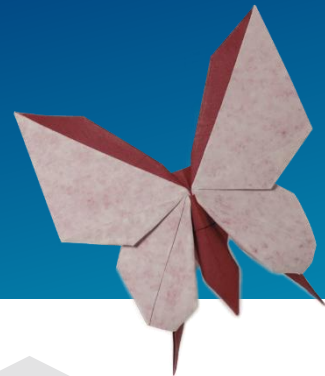


Marketing & Sales

Value Stream Analysis



WHAT?

We will create an improvement vision for your **Marketing and Sales** departments.

By working alongside your team, we will understand the current state of the processes, design the vision and define an implementation plan to achieve the desired results.

WHO?

The workshop team should be composed of the business unit managers along with the leaders of **Marketing and Sales** departments that have an impact on the processes under review.

ESTIMATED BENEFITS

15-25%

increase in **sales team productivity**

30-45%

increase in **client retention rate**



HOW LONG?

We will work in intensive workshop sessions, over a period of one to two weeks, depending on the scope.

20-35%

increase in **win rate** of proposals

10-20%

reduction in **commercial lead time**

30-35%

reduction in **sales people turnover**

DELIVERABLES

- Data collection and analysis
- Value Stream Analysis introduction
 - Current State Mapping
- KAIZEN™ methodology trainings
 - Future State Vision
 - Implementation plan
- Final Report with cost-benefit analysis

