



TOC applied in Sales

By Bart van Groningen - Jokey Plastik

Agenda

- ✦ Where we were before
- ✦ Setting it up
- ✦ Improving it
- ✦ Managing it
- ✦ Q&A

Managing the sales process with DBR

Sales is not an art it is a process

Some numbers

- ✦ Ø 100 customer per AM
- ✦ Lead pool with 5.000 company names
- ✦ 30-40 lead in progress
- ✦ 133 pre press orders
- ✦ 15 running complaints cases



Some numbers

- ✦ Ø 100 customer per MIM
- ✦ Lead pool with 5000 company names
- ✦ 30-40 lead in progress
- ✦ 133 pre press orders
- ✦ 15 running complaints cases



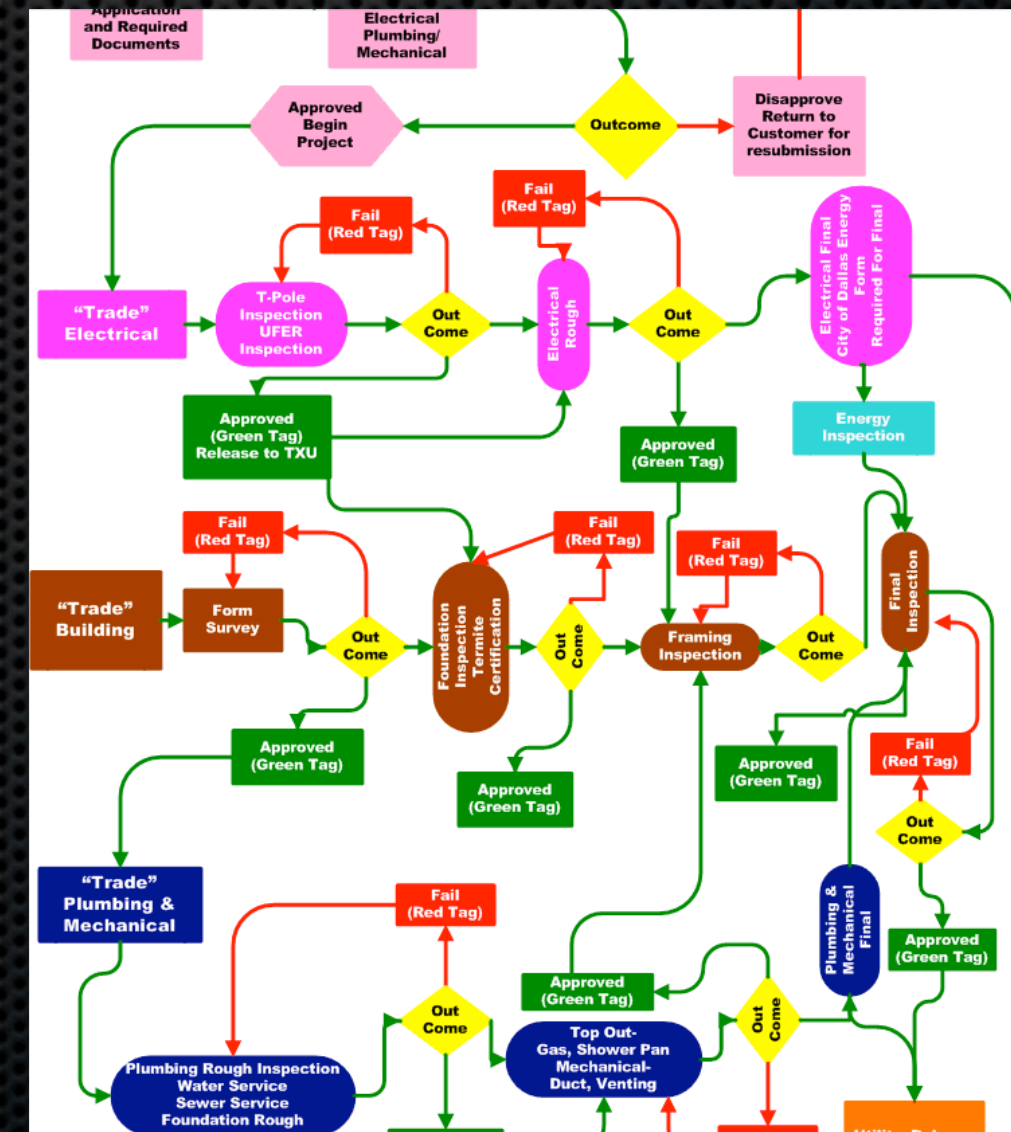
Step one: Foundation

- ✦ Use technology to your benefit
- ✦ Organize time
- ✦ Plan ahead
- ✦ Reinvent yourself



Step two: Define the process

1. Qualify leads
2. Analyze needs
3. Sample/Test
4. Product selection
5. Test
6. Calculate/offer
7. Close the deal
8. Pre-press
9. First order
10. Follow up --> CS process



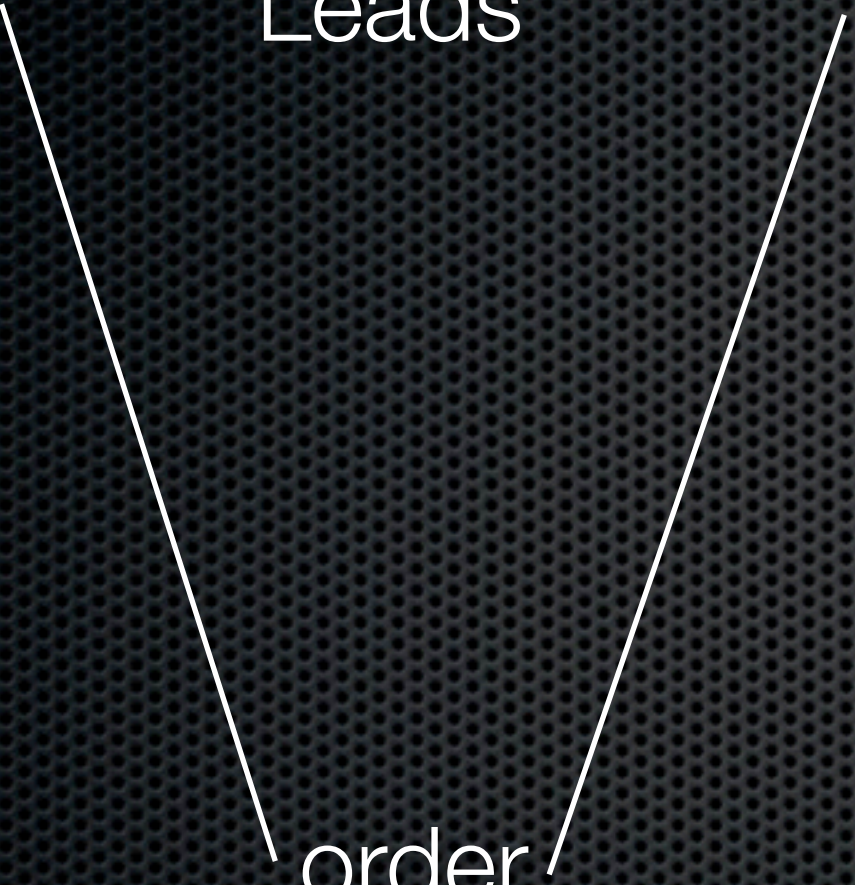
The Funnel

The Funnel

Textbook Sales Funnel

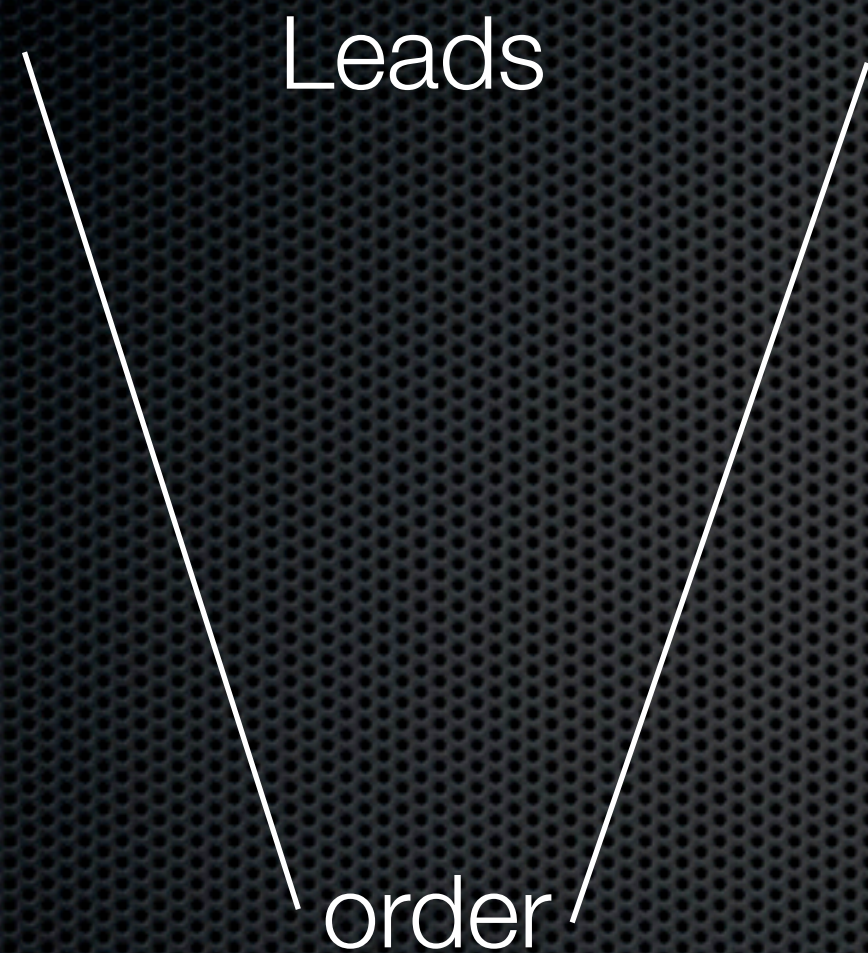
Leads

order

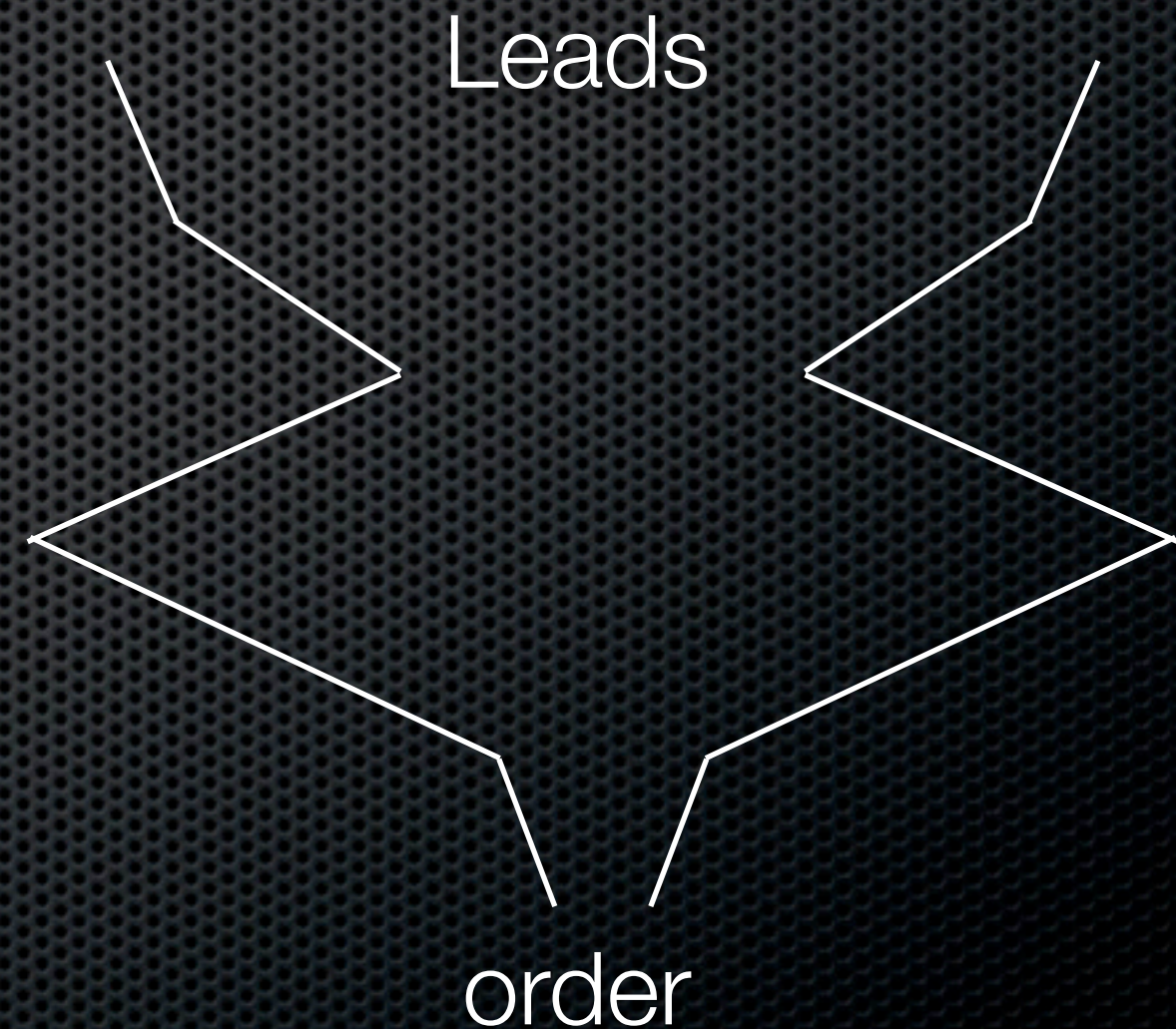


The Funnel

Textbook Sales Funnel



Sales Funnel with time added



Step three: Improve the process

- ✦ Use the funnel as it should be to:
 - ✦ Find the constraint
 - ✦ Elevate the constraint
 - ✦ Break it
- ✦ Start over



Challenges

- ✦ Temporary bottlenecks
- ✦ No control over input
 - ✦ to much
 - ✦ no enough



Step four: Manage the process

- ✦ Measurements
- ✦ Reward system
- ✦ Managing = Empowering



Next Step: Cash Machine

- ✦ All functions that are part of the “cash generation” process
 - ✦ Marketing
 - ✦ Sales
 - ✦ Pre-press
 - ✦ Production
 - ✦ Administration
 - ✦ Cash Collection



Questions & Answers