

## Hawkeye Consulting Advisors, Ltd.

Sales, Marketing & Business Development for  
Start-Up, Turnaround & High Growth Environments

630-390-9293

### *LEAN SIX SIGMA'S DMAIC APPROACH APPLYS TO THE SALES PROCESS Q&A*

How can you apply LEAN Six Sigma to sales conversions to reduce costs & simplify process?

Step 1, Groundwork preparation. Do your homework before you meet the customer.

- What is the role of the person I meet?
- Do they have a need I can solve?

Step 2, **Define** Phase: Situation questions. Ask questions about the current situation. Get a picture of the business: sales, orders, profit issues, etc. Localize the problem.

Step 3, **Measure** Phase: Problem-focused questions. What is the most important problem the customer wants to solve? Ask about defect rate, material waste, machine break downs, late deliveries, turnover, employee issues, etc.

Step 4, **Analyze** Phase: Effect questions. Ask about the effects of the identified problems. What happens if you miss the shipment dates? How will the customer react to another defective shipment?

Step 5, **Improve** Phase: Delivering solution. Our Lean Six Sigma program is focusing on the *reduction of delivery times* by removing the unnecessary steps from the process.

Step 6, **Control** Phase: Result-oriented questions.

- How would your customers react on improved delivery performance?
- What would be like having 95% of shipments delivered on time instead of 40%?

Step 7, Closing the sale. Deliver tangible results and bring in more sales opportunities.

**HAWKEYE**  
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“During his time with the company, I learned about Allen that he is a very competent and creative person focused on customer orientated best practice solutions.”

**Wilhelm Weidhuener**  
Executive Sales Manager  
manroland AG

“I have known Allen since 2005 and he has always impressed me with the level of integrity and honesty he has displayed in both his professional and personal activities. He has demonstrated strong business acumen and a great ability in analyzing an issue, developing a strategy and then implementing it to a successful conclusion.”

**Bill Sheppard**  
Regional Sales Manager  
Trelleborg Coated Systems US, Inc.

“Allen is one of the most honest, sincere and dedicated colleagues I've ever worked with.”

**Bruce Lanzerotti**  
Technical Product Manager  
RBP Chemical Technology