

Sales Process Engineering: one-page primer

Your salespeople: four appointments a day; five days a week

Imagine this:

Your sales team is 20% of its current size. You have one or two experienced salespeople, each performing 4 true business-development meetings *a day*, five days a week (*ten times* their current activity volume).

Each salesperson has a capable executive assistant who plans his or her calendar — and who micro-manages each sales opportunity.

All activities that do not absolutely have to be performed in the field have been transferred either to the salesperson's executive assistant or routed (via the assistant) to inside sales or customer service.

Solution design and any other *technical sales* activities are performed by a dedicated sales engineer — whose sole purpose is to ensure tight integration between sales and production.

It's not hard to see that, in this new, *reengineered*, sales environment:

1. Activity is up (although the sales team is 20% of its current size, the remaining salespeople are, in aggregate, performing *twice* the volume of sales meetings)
2. Sales are up (in this new environment, all opportunities receive the attention of your best two salespeople — and the integrity of the opportunity-management process is the primary responsibility of each salesperson's executive assistant)
3. Customer service is up (the responsibility for customer service has been transferred fully to the customer-service team; additionally, sales engineers exist *solely* to eliminate friction between sales and production)
4. Costs are down (sure, you've added a couple of new roles — but the decrease in the size of the sales team will more than offset these additional costs)

Sales Process Engineering

Both this image of a reengineered sales environment and the method for transitioning there are the product of, what we call, Sales Process Engineering (SPE).

SPE involves the application of process-engineering principles (with much influence from TOCⁱ) to the sales environment. A typical sales environment today, resembles production as it was 100 years ago! It is possible to multiply the performance of this sales environment by applying modern production principles — most notably, *division of labor* and *centralized scheduling*.

To learn more about SPE, you should:

1. Subscribe to our resource library and download our whitepaper (and other resources) here: www.ballistix.com
2. Explore Justin Roff-Marsh's blog (Justin is the developer of SPE and founder of Ballistix): www.salesprocessengineering.net
3. Review both video and written testimonials from executives who have implemented SPE in firms of various sizes and industries, in the USA and Australia:
http://www.ballistix.com.au/video_testimonials
http://www.ballistix.com.au/sales_process_engineering/results

ⁱ Theory of Constraints is a management methodology popularized in Eliyahu Goldratt's best seller: *The Goal*. It was initially applied to production environments and has subsequently been applied to projects, distribution, management accounting and, more recently, sales management.

