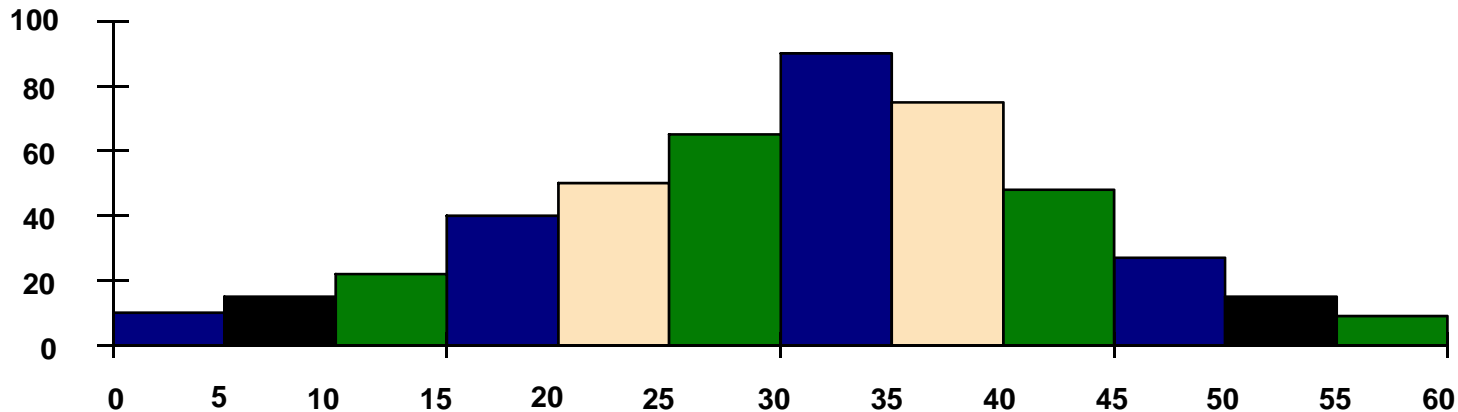


# Sales Process Histogram Example

## # Of Weekly Cold Call Sales Presentations Per Account Manager



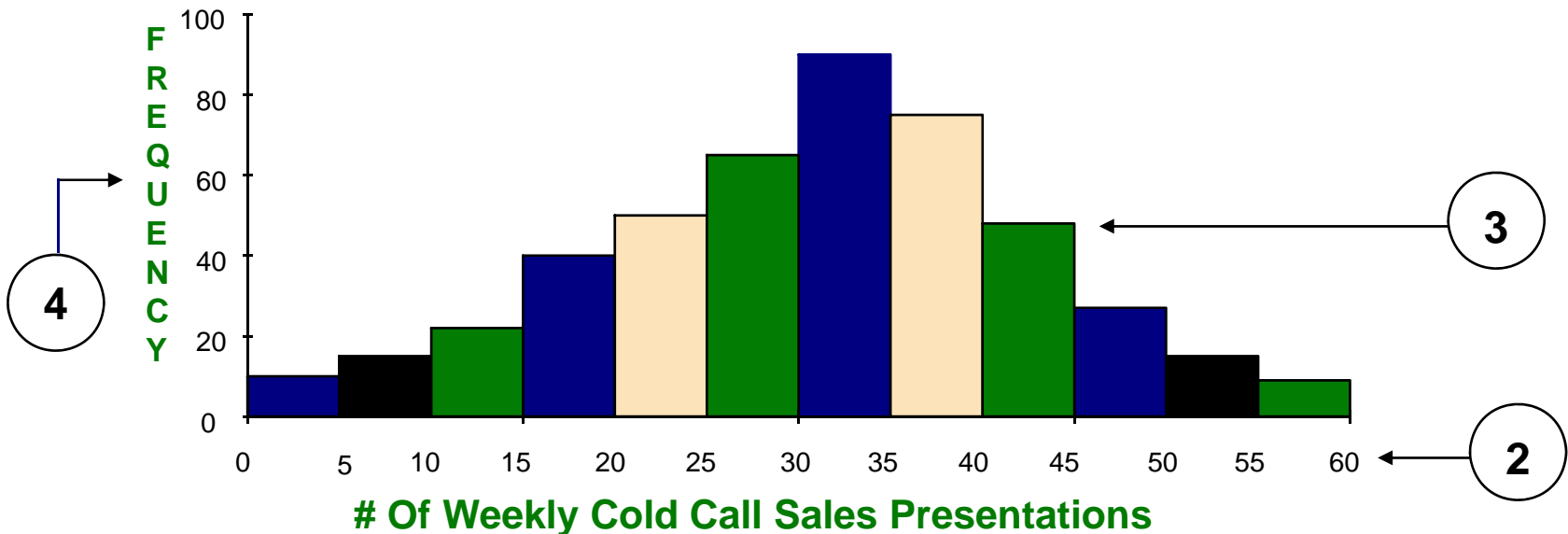
### # Of Weekly Cold Call Sales Presentations Per Acct. Mgr.

- A Bar Graph That Shows The Distribution Of Data
- A Snapshot Of Data Taken From A Sales Process

# What Is A Sales Process Histogram

- Summarize Large Data Sets Graphically
- Compare Measurements To Specifications
- Communicate Information To The Team
- Assist In Decision Making

# What Is A Sales Process Histogram



**Sales Presentation Data Taken @ Arrow Distribution Worldwide - Q1 2008**

**5**

- ① Title**
- ③ Bars**
- ⑤ Legend**

- ② Horizontal / X-axis**
- ④ Vertical / Y-axis**

# How To Construct A Sales Process Histogram

Step 1 - Count Number Of Data Points

Step 2 - Summarize On A Tally Sheet

Step 3 - Compute The Range

Step 4 - Determine Number Of Intervals

Step 5 - Compute Interval Width

# How To Construct A Sales Process Histogram

- Step 6 - Determine Interval Starting Points
- Step 7 - Count # Of Points In Each Interval
- Step 8 - Plot The Data
- Step 9 - Add Title And Legend

# Sales Process Histograms

## Step 1 - Count The Total Number Of Data Points

### Number of Margin Dollars In Which AM's Missed Their Monthly Sales Forecast

\$2800	\$3500	\$1150	\$2100	\$11500	\$8300	\$2250	\$6500	\$2200	\$2200	\$2200	\$1250
\$2500	\$5200	\$2500	\$17500	\$5800	\$12250	\$6500	\$5800	\$3200	\$2200	\$11600	\$12100
\$1350	\$1750	\$1150	\$1200	\$2200	\$1250	\$1550	\$1250	\$1750	\$1200	\$1350	\$2250
\$1850	\$2200	\$2500	\$3200	\$1100	\$1250	\$2200	\$500	\$1150	\$2000	\$1200	\$2000
\$2000	\$2500	\$1750	\$350	\$12800	\$1750	\$2250	\$1200	\$1750	\$6200	\$350	\$1150
\$2500	\$1200	\$1200	\$8000	\$1250	\$2500	\$1300	\$650	\$3200	\$2000	\$1150	\$1550
\$1550	\$1250	\$2250	\$500	\$1250	\$1200	\$2000	\$1850	\$1750	\$1350	\$11000	\$12250
\$1600	\$11000	\$1200	\$950	\$3200	\$2200	\$8000	\$2000	\$12250	\$1250	\$2250	\$1200
\$2500	\$1150	\$6350	\$1850	\$2250	\$1850	\$1550	\$5200	\$1850	\$2500	\$1550	\$800
\$1350	\$2200	\$800	\$3200	\$1100	\$2000	\$6500	\$2500	\$1550	\$1150	\$1750	\$2100
\$1350	\$1750	\$2500	\$1600	\$1350	\$2250	\$350	\$1100	\$3600	\$1850	\$2250	\$1750
\$2250	\$1250	\$2150	\$1550	\$1200	\$1050	\$2250	\$1350	\$8000	\$1600	\$2000	\$2500

**144 - Total**

# Sales Process Histograms

## Step 2 - Summarize The Data On A Tally Sheet

Outbound Excellence											
Sales Process Histogram - Tally Sheet											
Data	Tally	Data	Tally	Data	Tally	Data	Tally	Data	Tally	Data	Tally
(\$350)	11	(\$1,600)	1	(\$3,600)	1	\$800	1	\$1,750	1111	\$5,800	11
(\$500)	1	(\$1,750)	11111	(\$6,500)	1	\$950	1	\$1,850	1111	\$6,200	1
(\$800)	1	(\$1,850)	11	(\$8,000)	1	\$1,050	1	\$2,000	1111	\$6,500	11
(\$1,100)	1	(\$2,000)	1111	(\$11,000)	1	\$1,100	11	\$2,100	1	\$7,500	1
(\$1,150)	11	(\$2,150)	1	(\$11,500)	1	\$1,150	11111	\$2,200	1111111	\$8,000	11
(\$1,200)	11111	(\$2,200)	1	(\$12,100)	1	\$1,200	11111	\$2,250	111111	\$8,300	1
(\$1,250)	111	(\$2,250)	1111	(\$12,800)	1	\$1,250	111111	\$2,500	111111	\$11,000	1
(\$1,300)	1	(\$2,500)	11111	\$350	1	\$1,350	1111	\$2,800	1	\$11,600	1
(\$1,350)	111	(\$3,200)	1	\$500	1	\$1,550	1111	\$3,200	1111	\$12,250	1
(\$1,550)	111	(\$3,500)	11	\$650	1	\$1,600	1	\$5,200	11		

# Sales Process Histograms

## Step 3 - Compute The Range For The Data Set

Largest Value = + \$12,250 Margin (Over)

Smallest Value = - \$12,000 Margin (Short)

Range Of Values = \$24,250 Margin Dollars

***Calculation: + \$12,250 - (- \$12,000) = \$24,500***

# Sales Process Histograms

## Step 4 - Determine The # Of Intervals Required

### IF YOU HAVE THIS MANY DATA POINTS

### USE THIS NUMBER OF INTERVALS:

Less than 50

5 to 7 intervals

50 to 99

6 to 10 intervals

100 to 250

7 to 12 intervals

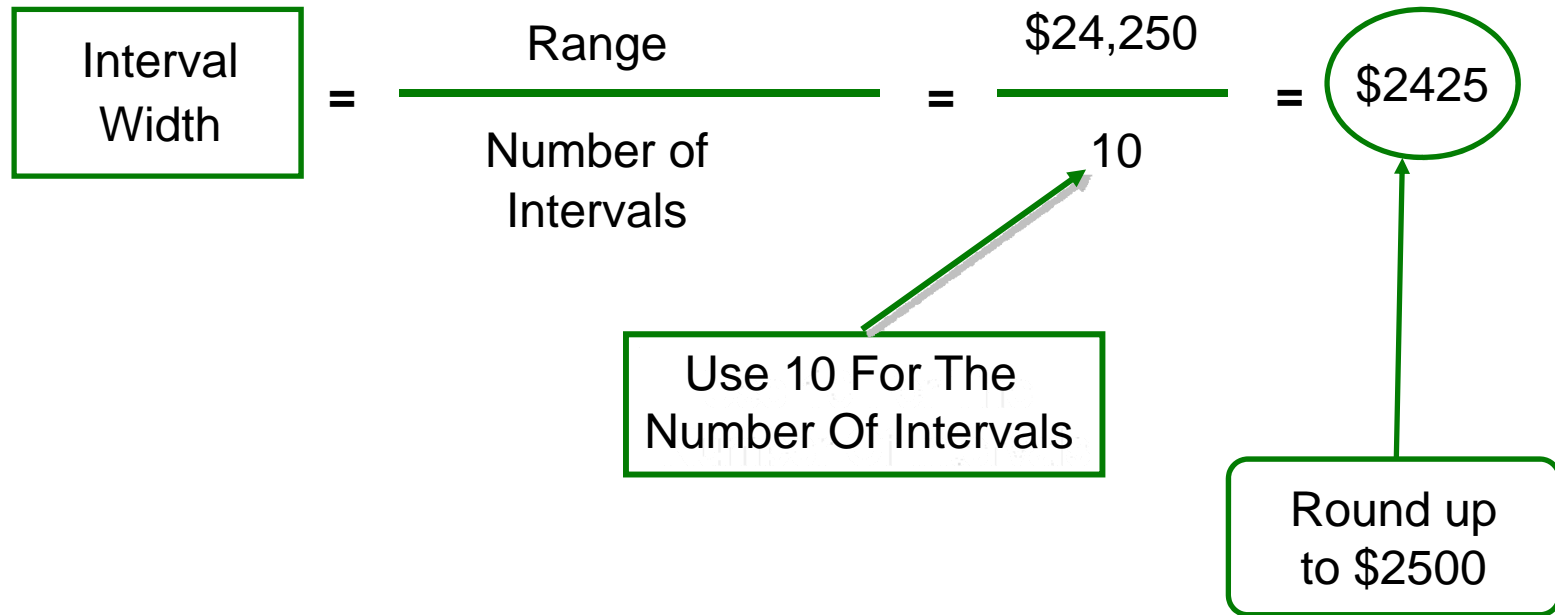
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More than 250

10 to 20 intervals

# Sales Process Histograms

## Step 5 - Compute The Interval Width



# Sales Process Histograms

**Step 6 - Determine The Starting Point Of Each Interval**

**Step 7 - Count The Number Of Points In Each Interval**

Outbound Excellence				
Sales Process Histogram - Tally Sheet				
Interval #	Starting Value	Interval Width	Ending Value	# Of Counts
1	(\$12,000)	\$2,500	(\$9,500)	5
2	(\$9,500)	\$2,500	(\$7,000)	1
3	(\$7,000)	\$2,500	(\$4,500)	2
4	(\$4,500)	\$2,500	(\$2,000)	15
5	(\$2,000)	\$2,500	\$500	36
6	\$500	\$2,500	\$3,000	66
7	\$3,000	\$2,500	\$5,500	6
8	\$5,500	\$2,500	\$8,000	5
9	\$8,000	\$2,500	\$10,500	3
10	\$10,500	\$2,500	\$13,000	4

Equal To Or Greater Than The Starting Value

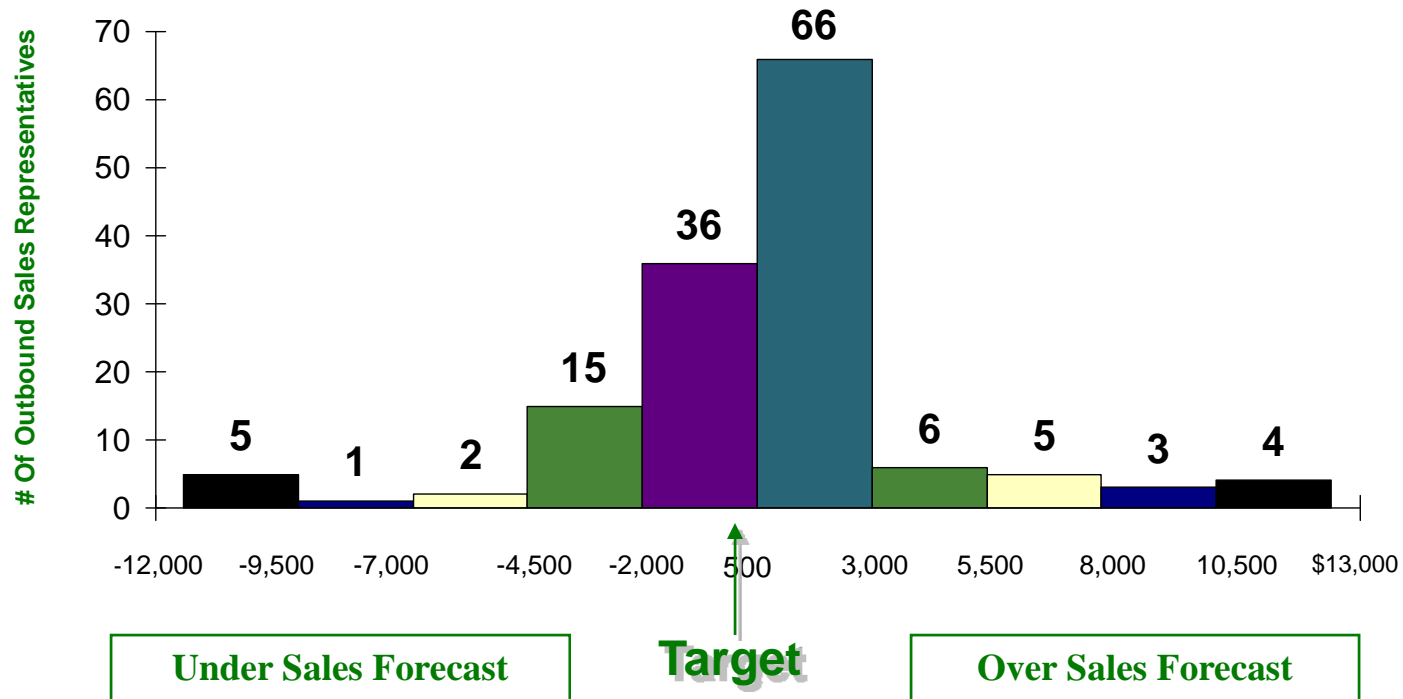
But Less Than The Ending Value

# Sales Process Histograms

**Step 8 - Plot The Data**

**Step 9 - Add The Title And Legend**

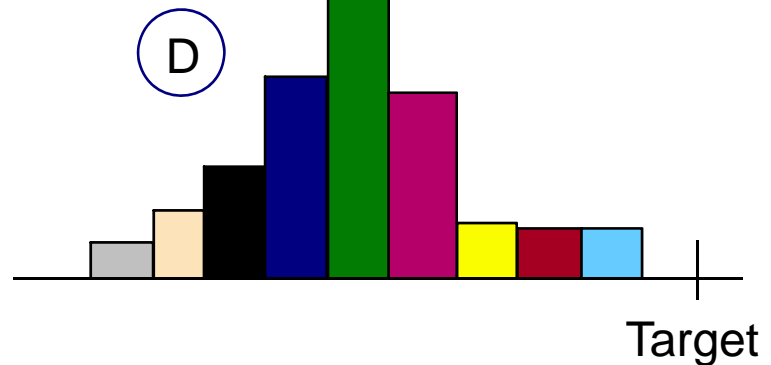
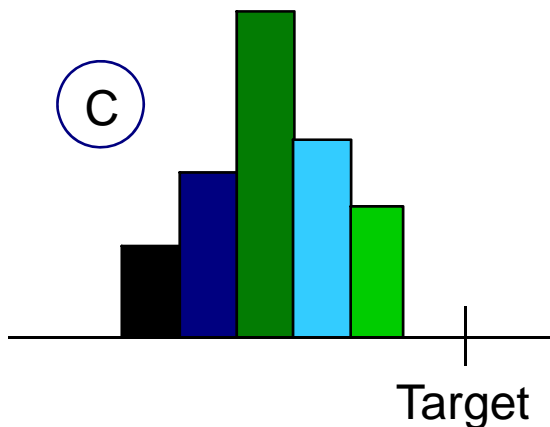
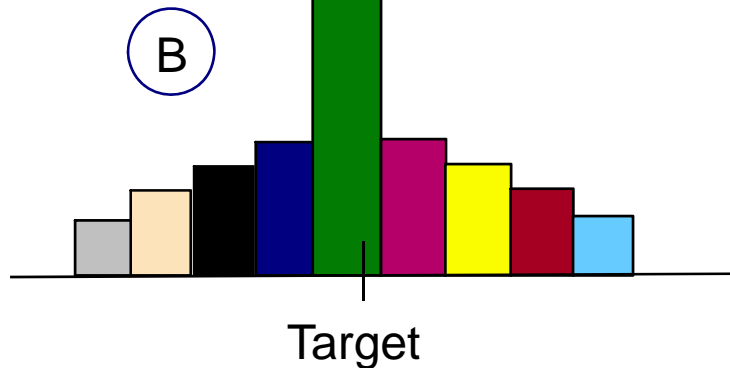
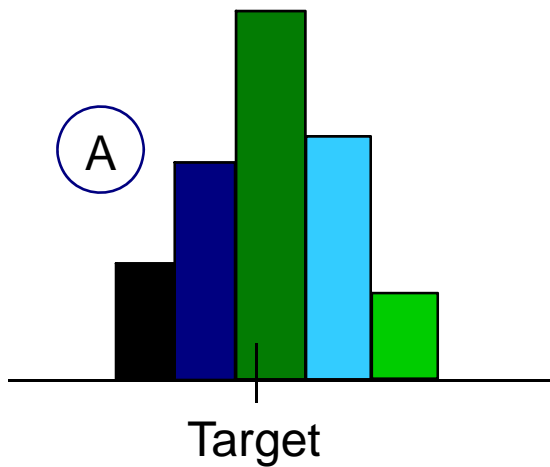
## **Accuracy Of Account Manager's Sales Forecasting**



**Sales Presentation Data Taken @ Arrow Distribution Worldwide - Q1 2008**

# Sales Process Histograms

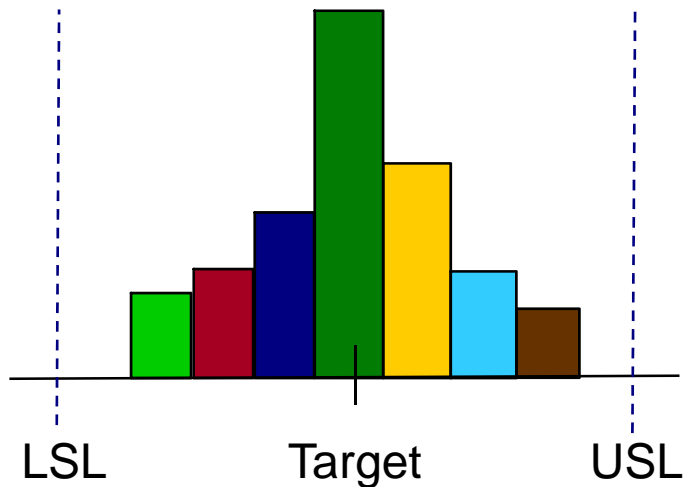
## Location and Spread of Data



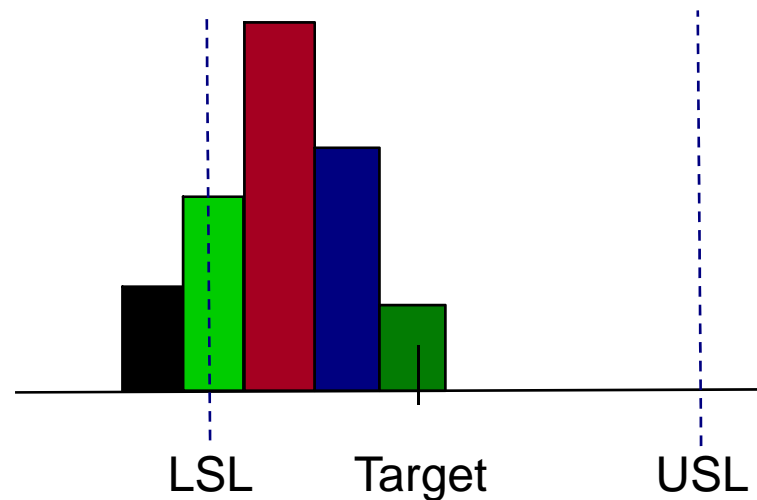
# Interpreting Sales Process Histograms

## Is Sales Process Within Specification Limits?

**WITHIN LIMITS**



**OUT OF SPEC**

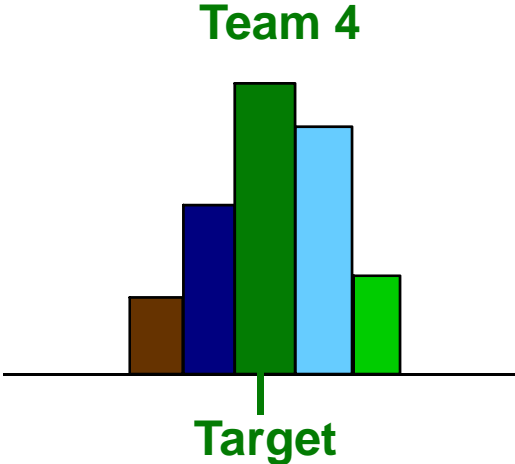
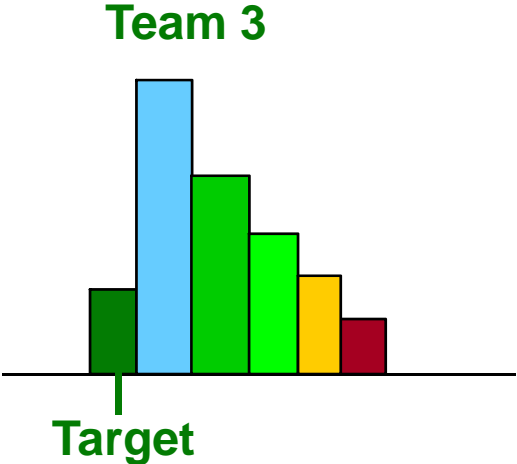
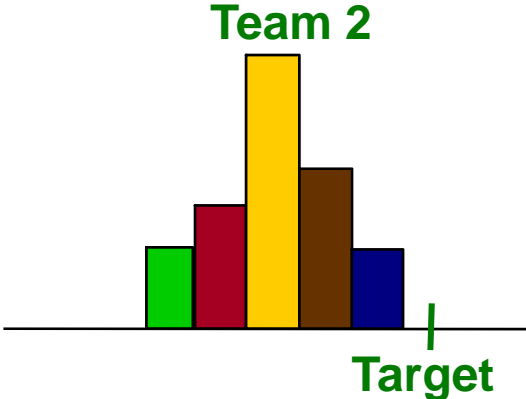
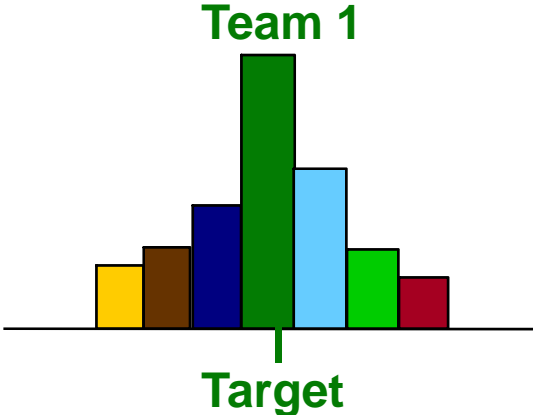


**LSL = Lower Specification Limit**

**USL = Upper Specification Limit**

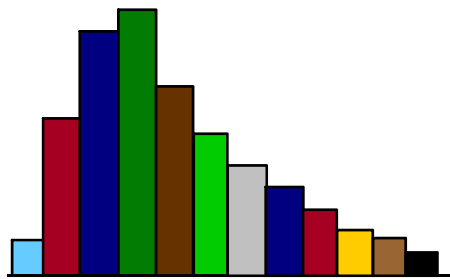
# Interpreting Sales Process Histograms

## Sales Process Variations

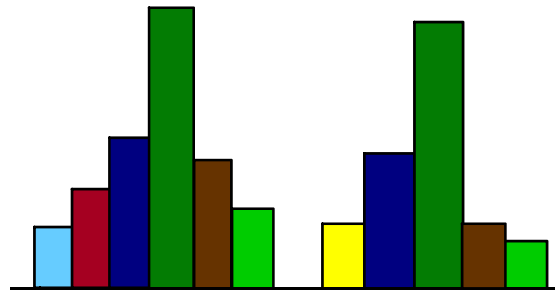


# Sales Process Histograms

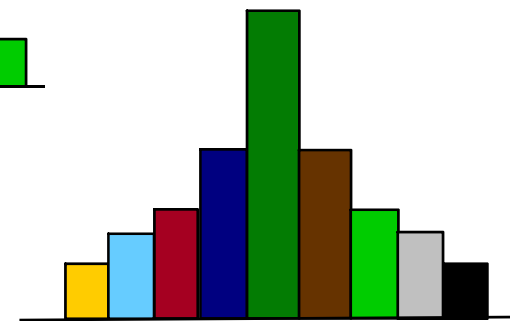
## Common Sales Histogram Shapes



Skewed  
(not symmetrical)



Discontinued



Symmetrical  
(mirror imaged)