

Sales Process - Run Chart

What Is A Sales Process Run Chart

**A Line Graph Of Data Points
Plotted In Chronological Order
That Helps Detect
Special Causes Of Variation.**

Sales Process - Run Chart

Why Use A Sales Process Run Chart

- Understand Sales Process Variation
- Analyze Sales Process Data For Patterns
- Monitor Sales Process Performance
- Communicate Sales Process Performance

Parts Of A Sales Process Run Chart

Customer Contact Time – New Hires - 2007



WEEK	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
CCT	45	192	160	191	225	245	270	230	238	245	260	290	272	243	202	162	136	67	44	69	90	113	92	134

- ① TITLE
- ③ X-AXIS
- ⑤ CENTERLINE
- ⑦ DATA TABLE
- ② Y-AXIS
- ④ DATA POINT
- ⑥ LEGEND

Constructing A Sales Process Run Chart

Step 2 - Order Data & Determine Range
Step 3 - Calculate The Median

RANK	AVG	RANK	AVG		RANK	AVG
1	44 Min	9	136 Min		17	238 Min
2	45 Min	10	160 min		18	243 Min
3	67 Min	11	162 Min		19	245 Min
4	69 min	12	191	} Median (191 + 192) / 2 = 191.5	20	245 min
5	90 Min	13	192		21	260 Min
6	92 Min	14	202 Min		22	270 Min
7	113 Min	15	225 Min		23	272 Min
8	134 Min	16	230 min		24	290 Min

Range: 246

Sales Process - Run Chart

How To Construct A Sales Process Run Chart

Step 4 - Construct The Y-axis

Step 5 - Draw The Centerline

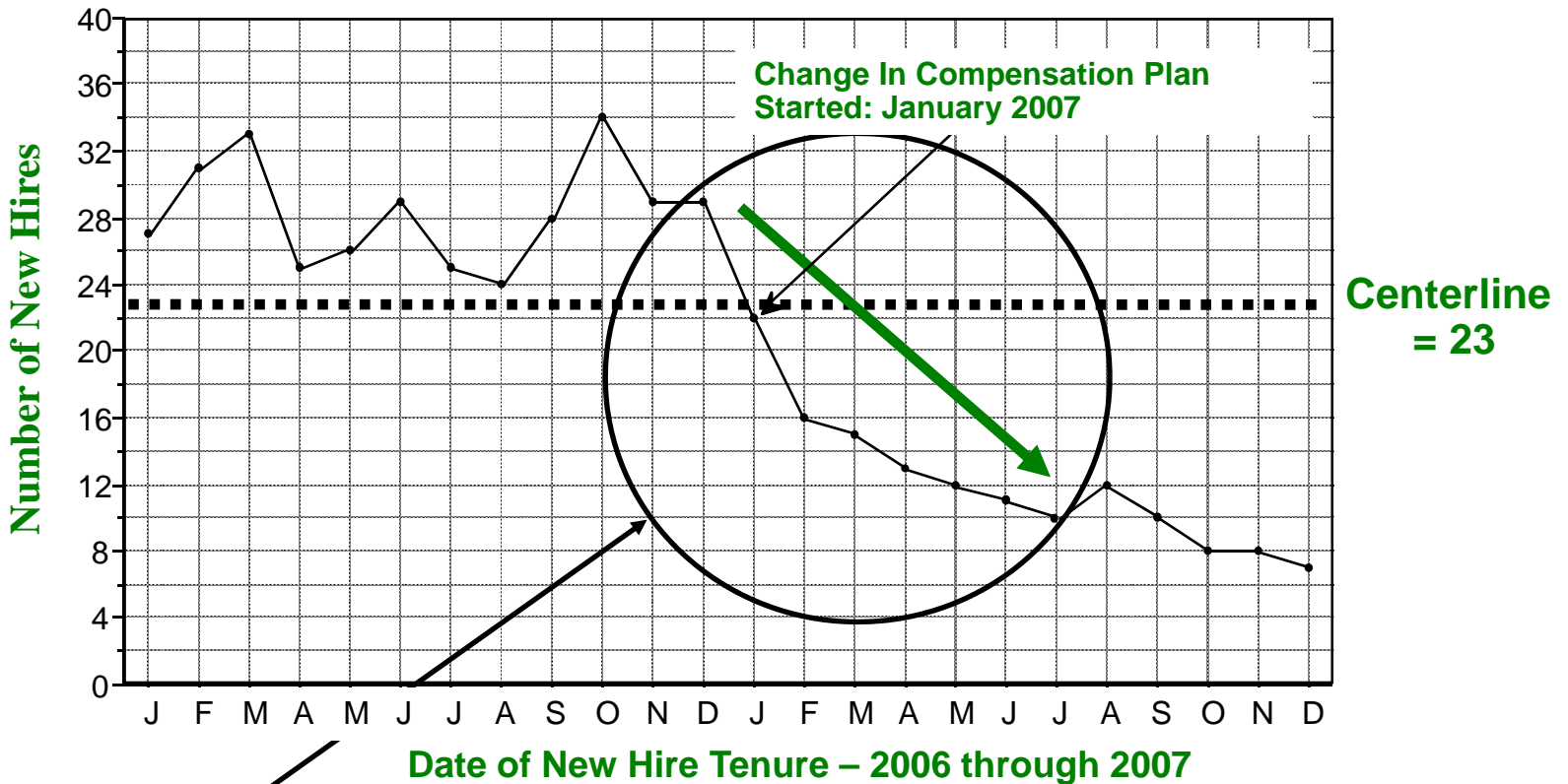
Step 6 - Construct The X-axis

Step 7 - Plot And Connect The Data Points

Step 8 - Provide A Title And A Legend

Sales Process - Trend Example

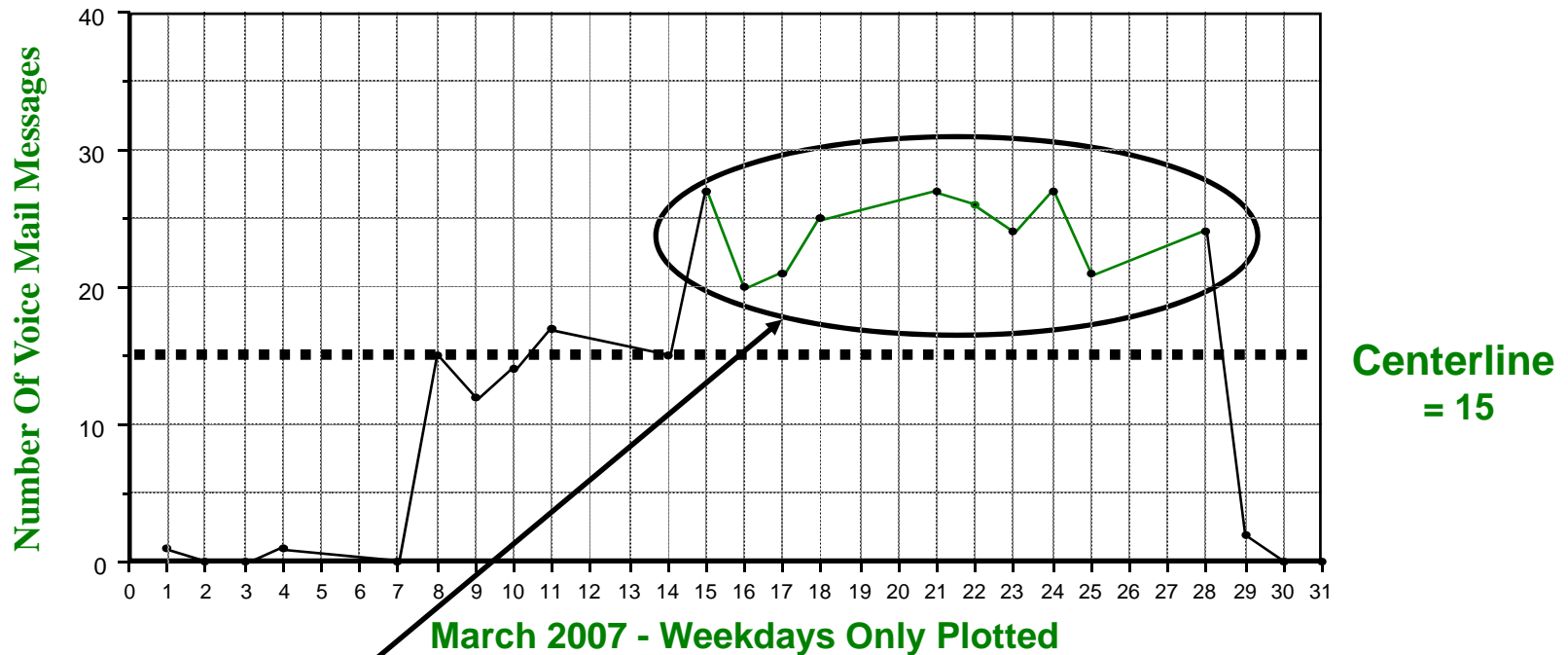
New Hire – Sales Turnover Trend



**Signal Of Special Cause Variation:
7 Or More Consecutive Ascending Or Descending Points**

Sales Process – Run Example

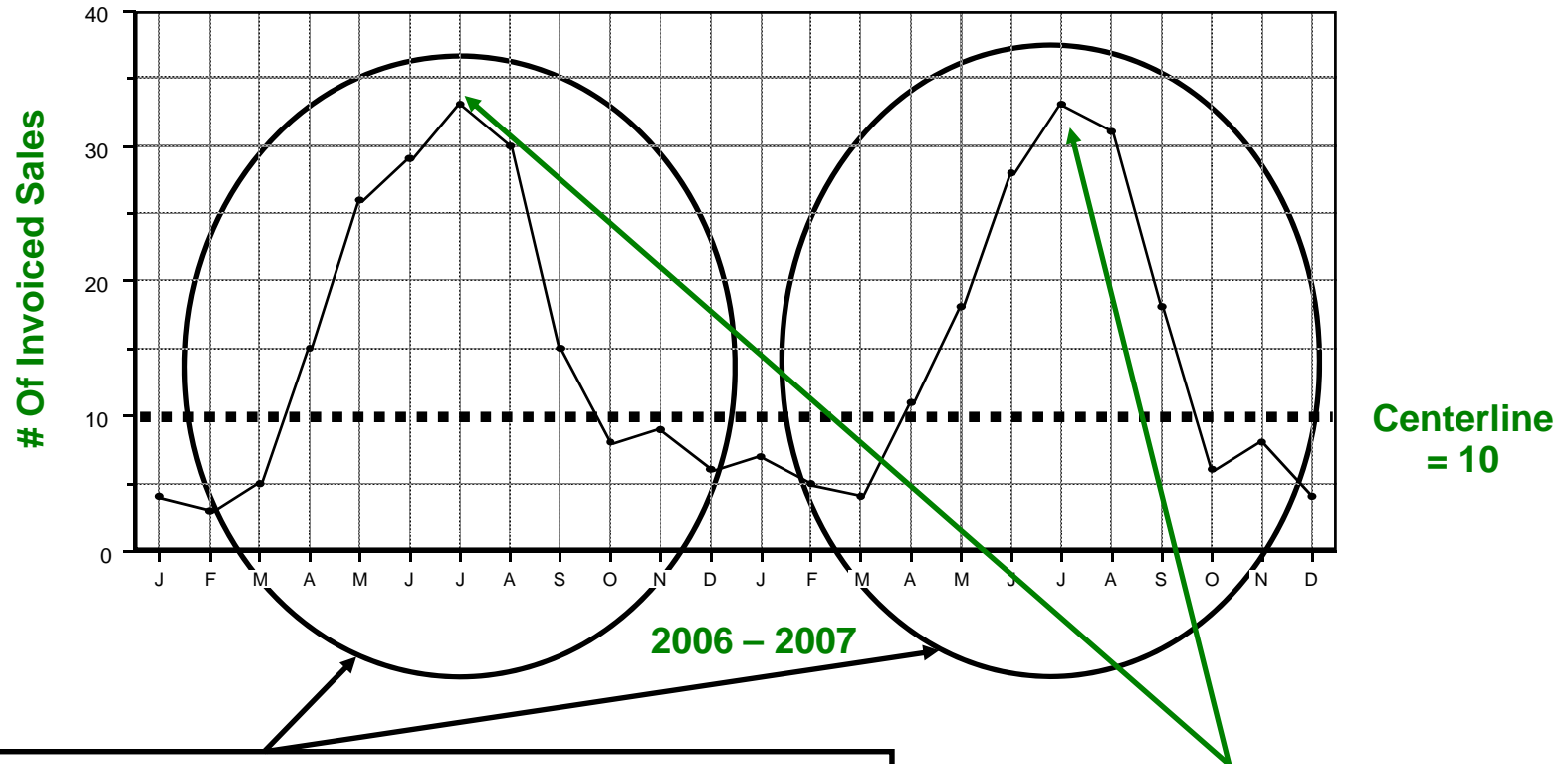
Voice Mail Messages Left vs Actual Customer Contact



**Signal Of Special Cause Variation:
9 Or More Consecutive Data Points On The Same Side Of The
Centerline**

Sales Process – Cycle Example

Of Invoiced Sales – Before & After Annual Sales Conference



**Signal Of Special Cause Variation:
Repeating Patterns**

**Annual Sales Conference –
Motivational / Sales Speaker
Spike & Decline ROI**

Sales Process - Run Chart

Customer Contact Time – New Hires

Time	174	190	185	170	191	187	183
-------------	------------	------------	------------	------------	------------	------------	------------

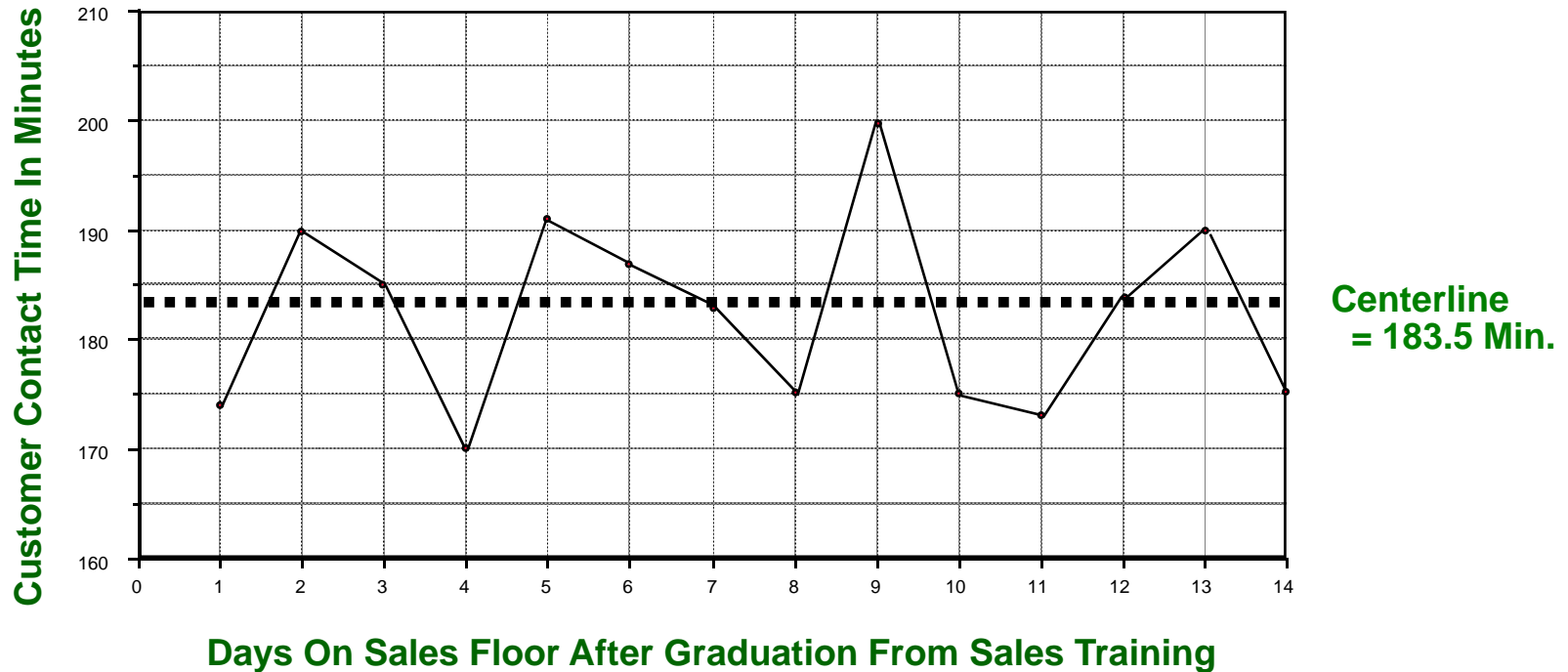
Day	1	2	3	4	5	6	7
------------	----------	----------	----------	----------	----------	----------	----------

Time	175	200	175	173	184	190	175
-------------	------------	------------	------------	------------	------------	------------	------------

Day	8	9	10	11	12	13	14
------------	----------	----------	-----------	-----------	-----------	-----------	-----------

Sales Process – Run Graph - Example

Customer Contact Time – New Hires



Sales Process - Run Chart

Centerline Calculations

New Process

<i>Starts</i>												<i>Ends</i>	
1	2	3	4	5	6	7	8	9	10	11	12	13	14
200	191	190	190	187	185	184	183	175	175	175	174	173	170



$$\text{Centerline } (184 + 183)/2 = 183.5$$

Old Process

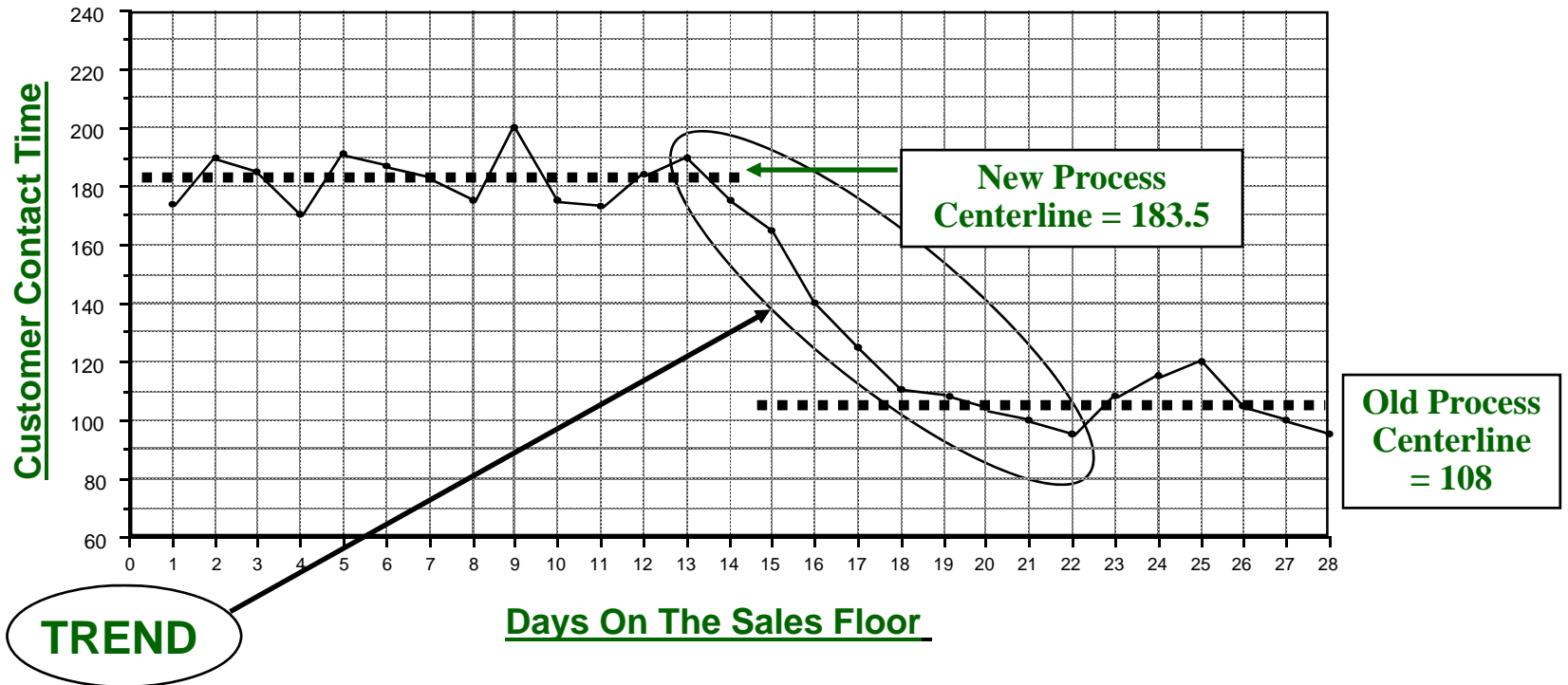
<i>Starts</i>												<i>Ends</i>	
15	16	17	18	19	20	21	22	23	24	25	26	27	28
165	140	125	120	115	110	108	108	105	105	100	100	95	95



$$\text{Centerline } (108 + 108)/2 = 108$$

Sales Process - Run Chart

Centerlines Trend Diagram



Time	1st	2nd	3rd	4th	5th	6th	7th	8th	9th	10th	11th	12th	13th	14th	15th	16th	17th	18th	19th	20th	21st	22nd	23rd	24th	25th	26th	27th	28th
Day	174	190	185	170	191	187	183	175	200	175	173	184	190	175	165	140	125	110	108	105	100	95	108	115	120	105	100	95
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28