

What Is A Sales Process Flowchart?

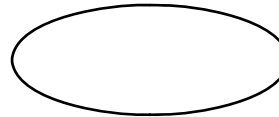
A Diagram That Uses Graphic
Symbols To Depict The Nature
And Flow Of The Steps In A
Sales Process.

Benefits Of Using Sales Process Flowcharts

- Promote Process Understanding
- Provide Tool For Training
- Identify Problem Areas & Improvement Opportunities
- Depict Interdepartmental Relationships

Symbols Used in Sales Flowcharts

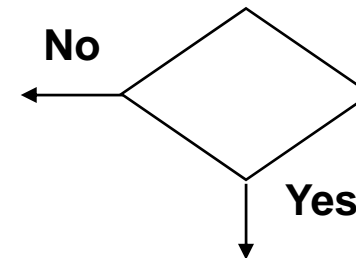
Start / End



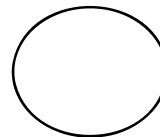
Process Step



Decision



Connector

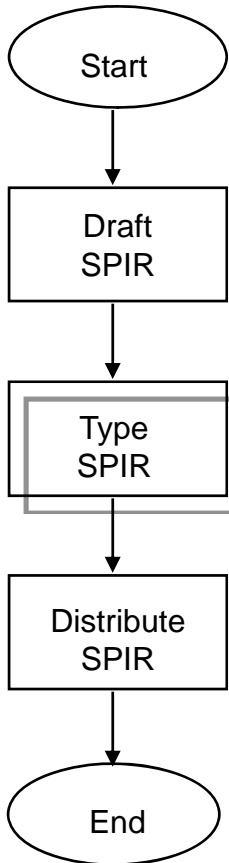


Measurement

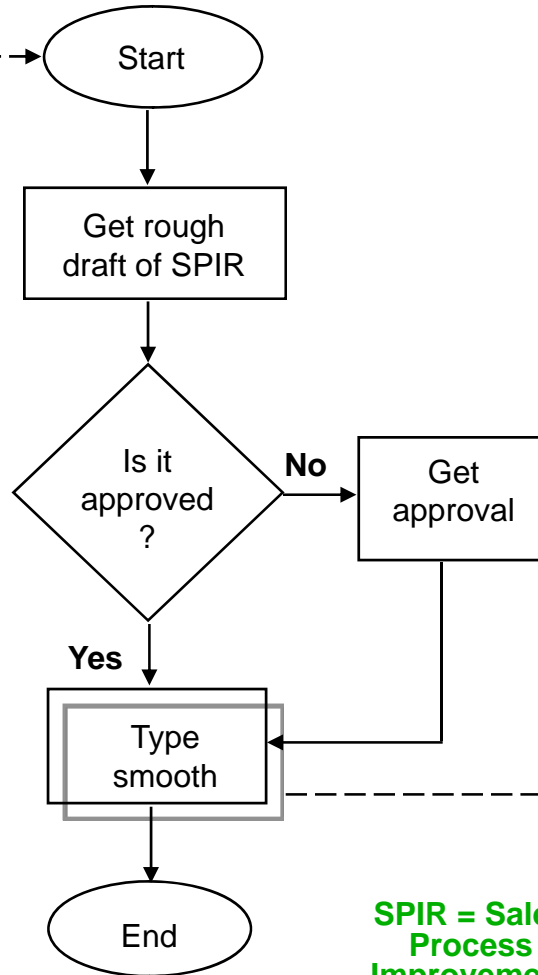


Levels of Sales Flowcharts

MACRO

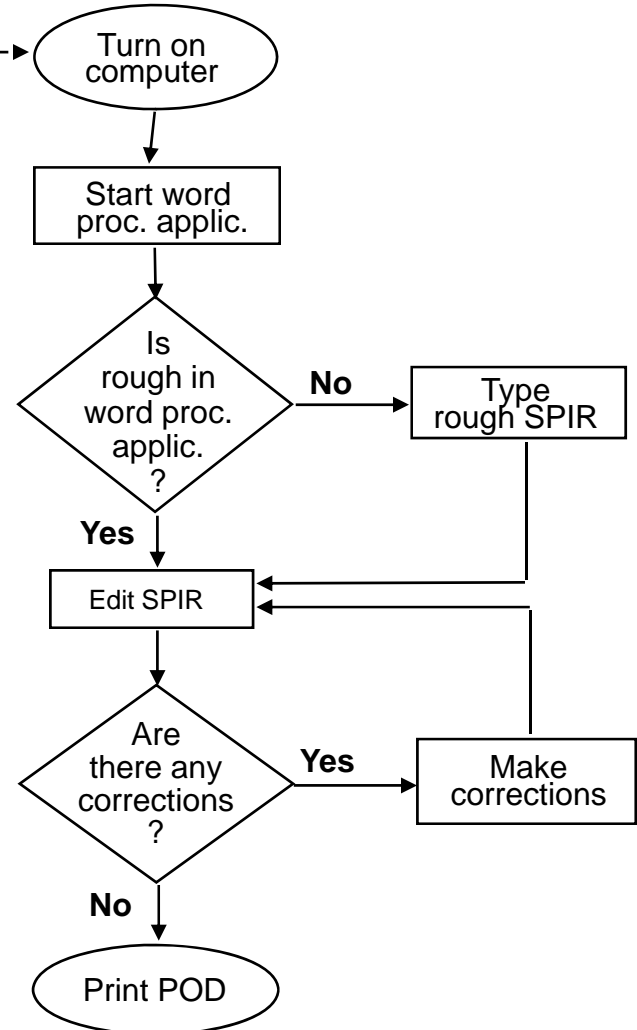


MINI



**SPIR = Sales
Process
Improvement
Recommendation**

MICRO

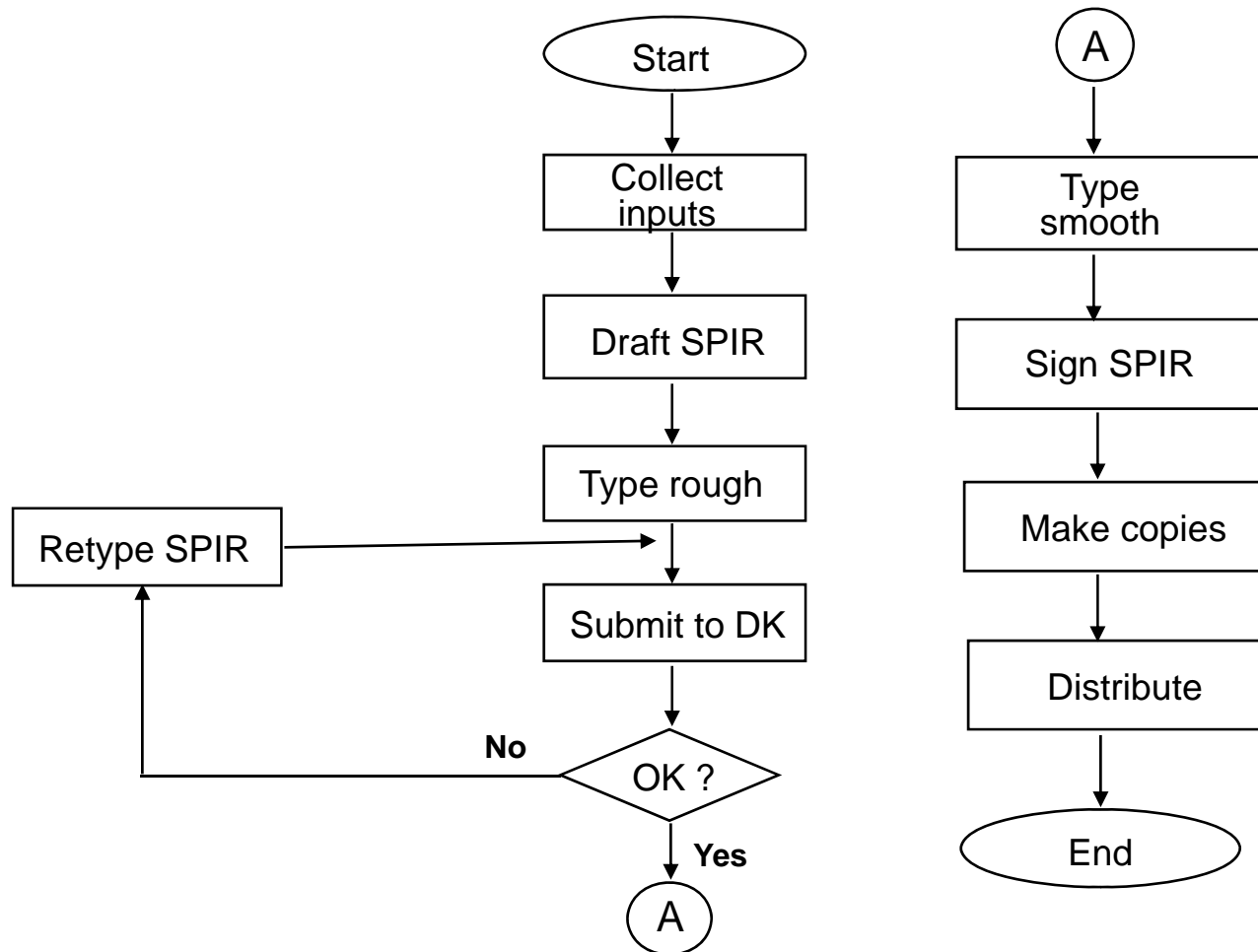


Keys To Sales Process Flow Charting Success

- Start With The Big Picture
- Observe The Current Sales Process
- Record Sales Process Steps
- Arrange The Sequence Of Steps
- Draw The Flowchart

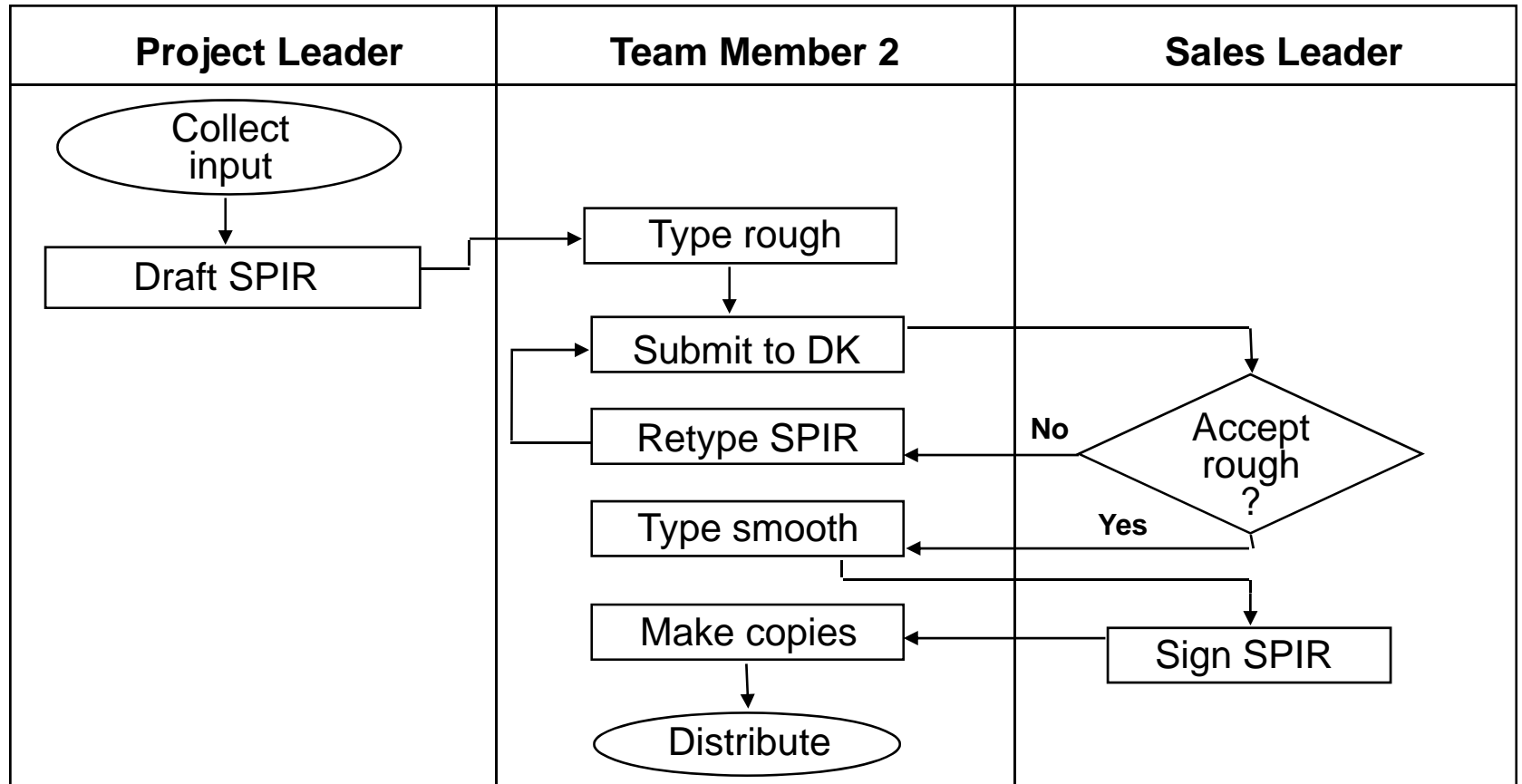
Linear Sales Process Flowchart

Sales Process Improvement Recommendations



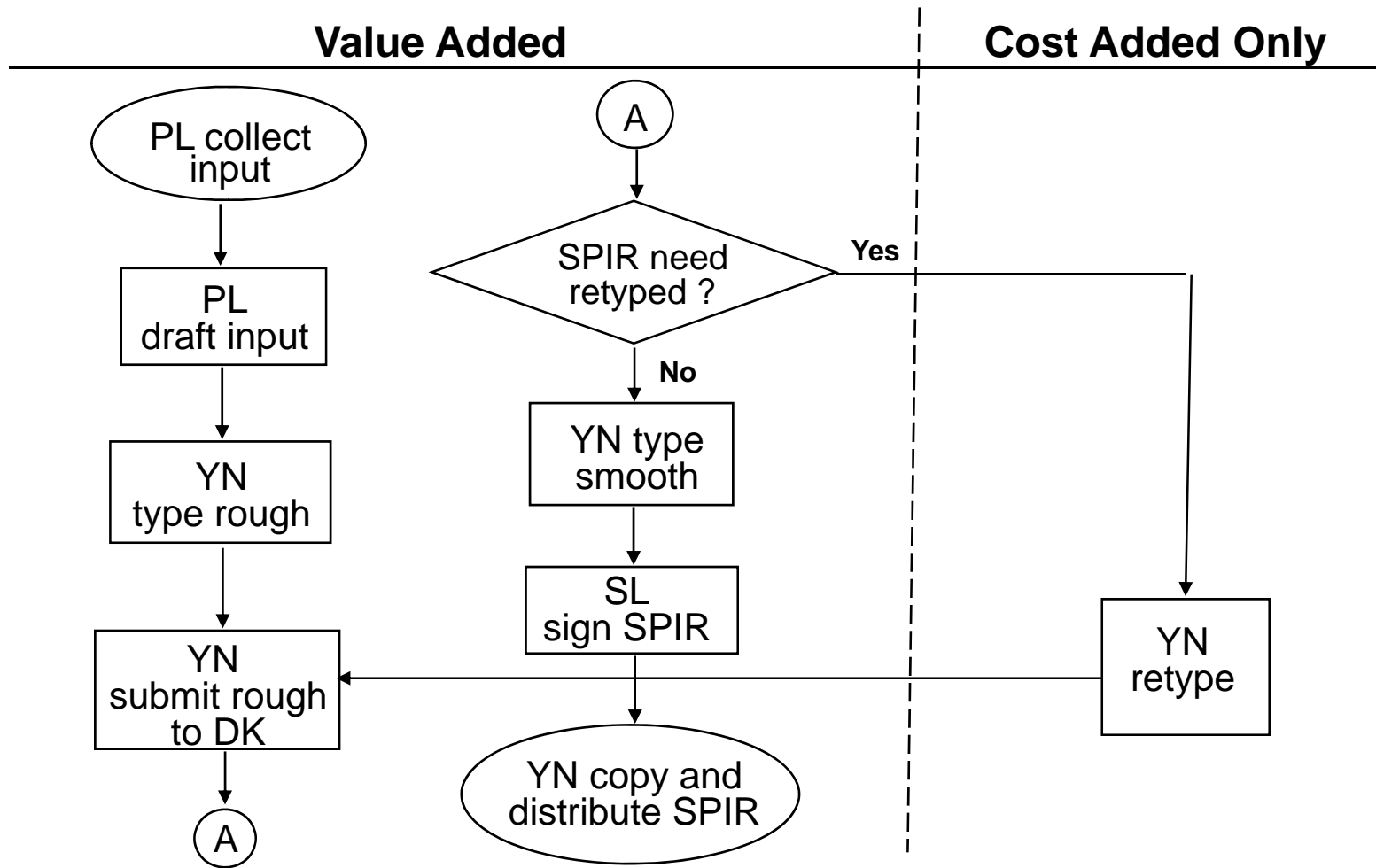
Deployment Flowchart

Sales Process Improvement

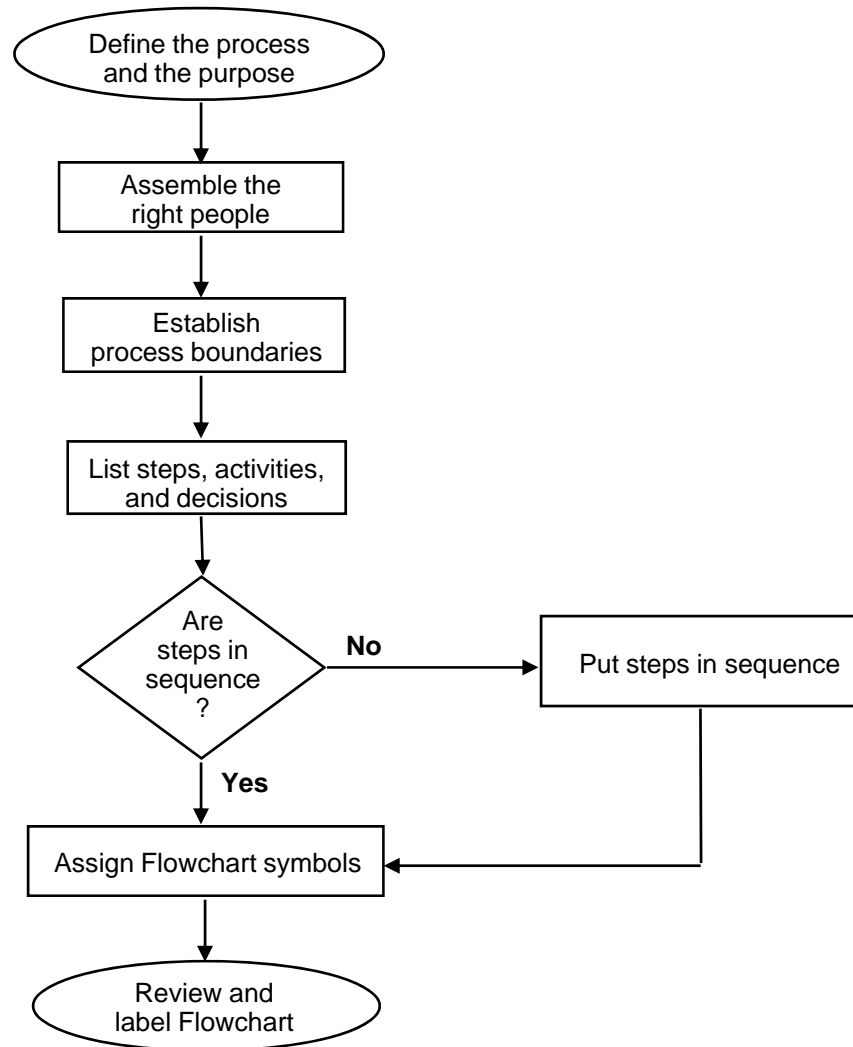


Opportunity Flowchart

Sales Process Improvement



Sales Process - Linear Flowchart



Interpreting Your Flowchart

- Determine Who Is Involved
- Form Theories About Root Causes
- Identify Ways To Simplify And Refine
- Determine How To Implement Changes
- Locate Cost-added-only Steps
- Provide Training

Sales Process Flowchart Interpretation Steps

Step 1 - Examine Each Process Step

*Bottlenecks - Weak Links - Poorly Defined
Steps - Cost-Added-Only Steps?*

Step 2 - Examine Each Decision Symbol

Can This Step Be Eliminated?

Step 3 - Examine Each Rework Loop

Can It Be Shortened Or Eliminated?

Step 4 - Examine Each Activity Symbol

Does The Step Add Value?