



## HOW TO START A **MARKETING & SALES** IMPROVEMENT PROJECT?

The KAIZEN™ approach starts with an **end-to-end analysis** of physical and digital channels focused on **Marketing & Sales processes**.

This analysis culminates in a **customized solution design** and **implementation plan**.

**DIAGNOSIS AND  
SOLUTION DESIGN STAGE**

IMPLEMENTATION  
PROJECT

# DIAGNOSIS AND SOLUTION DESIGN STAGE

As a team, understand the current situation of the **Marketing and Sales** processes and identify the main **improvement opportunities**.

## Preparation

- Select the project team with decision-makers and people who know the marketing & sales processes well
- Gather the necessary company and market data and perform the corresponding preparation analysis
- Align agenda and goals



## Performance review

- Analyze, as a team, the indicators gathered during the preparation stage
- Define the vision for the main indicators related to Marketing & Sales



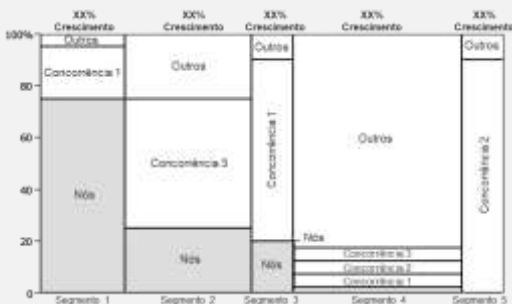
## Commercial strategy analysis

- Market maps analysis and evaluation of strategic markets
- Value chain design and customer profiling
- Product-Market Fit and value curve analysis
- Brainstorming on strategic opportunities and commercial strategy design



## Process mapping

- Mapping the marketing processes for the different stages of the purchasing cycle
- Mapping of the sales processes and analysis of Muda vs. Value Added
  - Mapping of the loyalty processes
- Complementary analyses (mapping of the purchasing journey, variability analysis, customer visit planning,...)



# DIAGNOSIS AND SOLUTION DESIGN STAGE



As a team, design an **improvement vision** for Marketing and Sales and define an **implementation plan** for the vision and its **ROI**.



## Training: KAIZEN™ in Marketing & Sales

- Train the team on the KAIZEN™ model for Marketing & Sales
- Identify improvement opportunities in the several maps based on the new paradigms

## Future vision design

- Based on the identified opportunities and acquired concepts, design the future vision for the marketing, sales, and customer loyalty processes



## Definition of KAIZEN™ Events and implementation plan

- List all KAIZEN™ Events related to the designed solutions
- Perform the macro planning for KAIZEN™ Events, considering the priorities

## Return on Investment Calculation

- Analyze and calculate the investment required to implement the vision
  - Analyze and calculate the benefit value to be expected from implementing the vision
- Calculate the ROI in net benefit (€) or payback period (months)
  - Describe other benefits not quantified

