



# Lean Six Sigma in Sales - Yin Yang -

Need for a common language



The beauty of sales is that you're not limited to 100%

Lean Six Sigma in Sales

- Yin Yang -



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## - Yin Yang -

Antti Leijala, 2016

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## Foreword

This book is dedicated to Lean Six Sigma (L6S) as well as Sales process development professionals. Over the past several years I've personally experienced that one of the biggest reasons for Lean Six Sigma methods not being widely deployed in sales environment is the *lack of common language* between these two stakeholder groups. This triggered an idea to collect my thoughts in a book, or rather a dictionary, and thus share the benefits also to a wider audience.

By adoption of these ~20 comparisons (which takes you 30-60min), you've already taken a major step forward. You're ready to move ahead with your L6S sales improvement initiative with the right mindset. Enjoy.

Vihti, Finland, 14.6.2016,

A handwritten signature in black ink, appearing to read 'A. Leijala'.

Antti Leijala, Lean Six Sigma Sales, Black Belt





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## Discontinuity - need for a common language

Lean Six Sigma<sup>1</sup> (L6S) evolution is facing probably its biggest discontinuity, when applications are extending towards sales environment (see Figure 1).

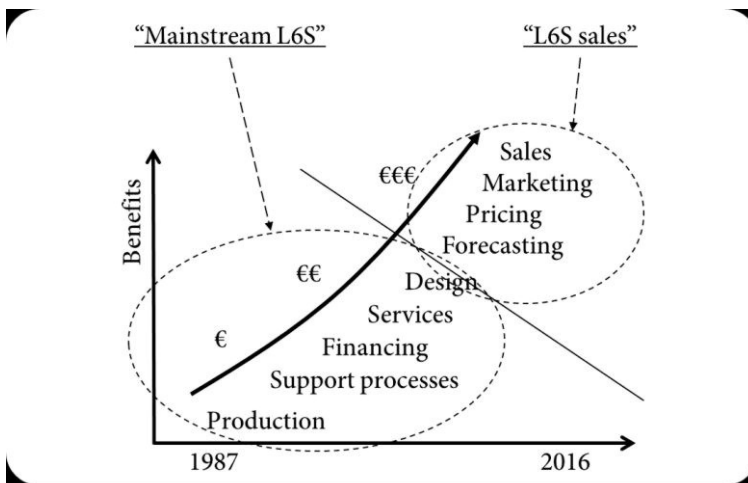


Figure 1. Discontinuity in Lean Six Sigma evolution.

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<sup>1</sup> Lean Six Sigma is a process and quality improvement methodology consisting of hundreds of different tools.

This book has two target groups:

- 1) Lean Six Sigma (L6S) professionals
- 2) Sales process development professionals

These two distinguished stakeholder groups are coming from different environment, they have different education and mindset (even genes) and thus speaking the same language becomes the most critical success factor for driving L6S in sales environment.

Lean Six Sigma evolution is facing probably its biggest discontinuity, when applications are extending towards sales environment. This book sets the basics for a common language and mindset to bring together Lean Six Sigma and Sales professionals across the World, regardless of the industry and size of your company.

It's all about your mindset - Yin Yang!

