



Antti Leijala

Ultra Lean Sales

How do I win a sale case?

How do I stand out from competitors?

How do I learn from lost sales cases?

How do I eliminate my weaknesses?

The only permanent competitive edge is the ability to learn fast

Ultra Lean Sales®

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How do I learn from lost sales?

How do I eliminate my weaknesses?

Ultra Lean Sales®

The revolution of business growth

Antti Leijala, 2019

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Author: Antti Leijala, sales and entrepreneurship trainer and consultant. Lean Six Sigma sales black belt and pioneer.

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Feedback and comments: antti.leijala@ultraleanbusiness.com
Register for training: www.ultraleanbusiness.com
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Towards the revolution of business growth

Whether you are a small-town entrepreneur or a large international organisation, Lean sales offers a new way of sales for all companies.

Lean sales offers a solution for three discontinuities which happen at the same time:

- 1) the buying behaviours of customers are changing fast,
- 2) the analytic tools are developing and becoming one with artificial intelligence, and
- 3) Lean methods are also used in the improvement of sales processes, in addition to production and service processes.

In the center of everything is continuous learning and credible analyzing of root causes. How can we learn from won/lost offers and mistakes made in previous offers and utilize the analyzed information we have in order to improve the offer win rate?

In short, lean sales answers the following questions:

- 1) How do I win an offer?
- 2) How do I learn from offers that were lost?

3) How do I eliminate my weaknesses?

4) How do I stand out from my competitors?

In order for you to make a winning offer, you need to learn from other similar offers – in real-time. This is possible with Lean sales by utilizing the specialised Lean sales dashboard.



In addition to independent reading, this book is also used as learning material in Lean sales training courses. More information about the training and e-learning opportunities can be found at: www.ultraleanbusiness.com.

In Vihti, Finland 03.10.2019,



Antti Leijala

Ultra Lean Sales

"Antti built, lead and managed the utilization and implementation of Nokia's worldwide Lean sales training in the years 2015-2018. He lead 30+ trainees, who focused on the use of Lean (Six Sigma) in the sales environment, and worked as a change agent in both the sales and quality organisation. He lead Nokia's Lean sales project that aimed to improve the win rate of offers by utilizing the root cause analysis of won and lost offers and mass data analytics. I can warmly recommend Antti and his training."

Hannu Järvelin, Nokia

Table of contents

Towards the revolution of business growth.....	6
Table of contents.....	9
Making competitiveness measurable.....	11
The aim of the book and the training.....	15
Digitalised entity	17
What Lean sales is – background and future.....	19
The definition of Lean sales	27
Lean sales ≠ production Lean	31
Phase 1: Define.....	35
Phase 2: Measure	47
Phase 3a: Analyse competitiveness	61
Phase 3b: Analyse the root causes.....	75
Phase 4: Improve	83
Phase 5: Control and optimise.....	97
Phase 6: Real-time and continuous learning.....	103
The potential of Lean sales.....	111
Conclusion	113
About the author	115

Three "discontinuities" are happening at the same time:

- 1) the buying behaviours of customers are changing fast,
- 2) the analytic tools are developing and becoming one with artificial intelligence, and
- 3) Lean methods are used in the improvement of sales processes, in addition to production and service processes.



The only certain thing is the speed of change...

Continuous learning is a hot topic, but how credible is the root cause analysis? How can we learn from lost offers and mistakes made in previous offers and utilize the analyzed information we have in order to improve the offer win rate?

The only permanent competitive edge is the ability to learn fast...

In order for you to make a winning offer, you need to learn from other similar offers – in real-time. This is possible with Lean sales by utilizing the specialised Lean sales dashboard.

"If we adopt a discipline and provide accurate information, this exercise will have substantial impact (A Harvard Case)" comments Vatche Beujekian, customer team head, Nokia.

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