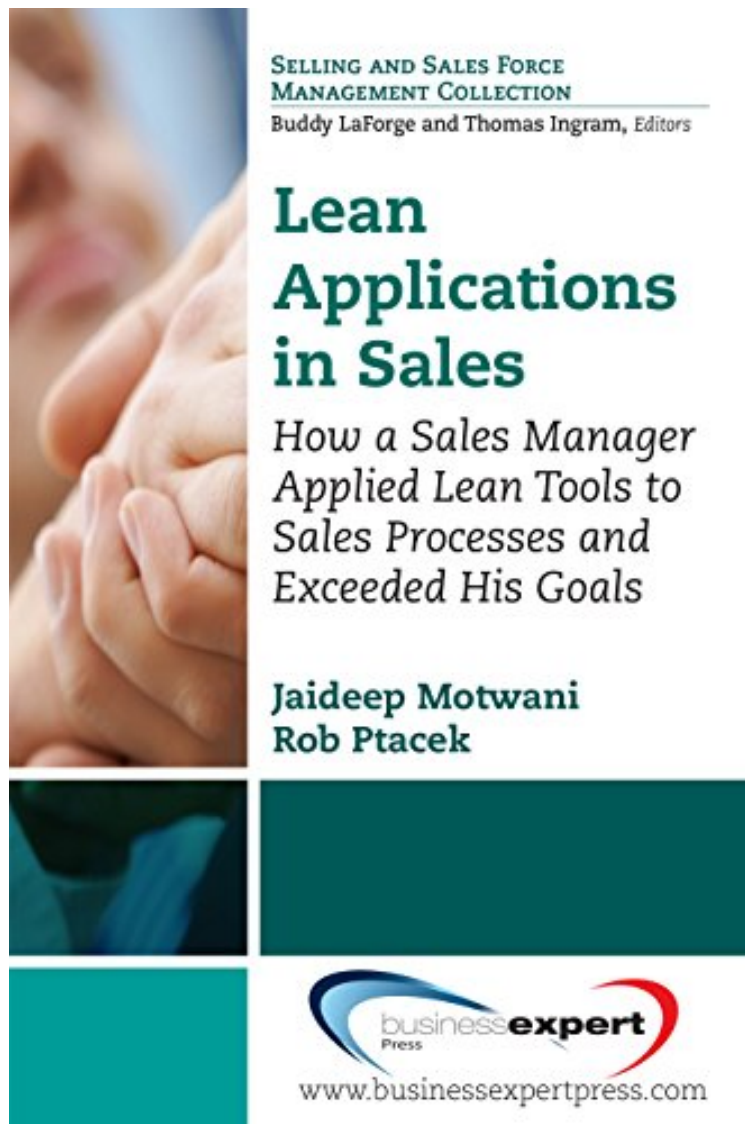


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# Lean Applications in Sales: How a Sales Manager Applied Lean Tools to Sales Processes and Exceeded His Goals

*Jaideep Motwani, Rob Ptacek*  
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walks you through the thought process. The level of detail is sufficient to trigger your thought process. To be honest, it looks like a case study

Over the past decade, Lean methods and tools have helped manufacturing organizations improve their productivity levels significantly by focusing on data, systematic elimination of waste, and improvement of flow. Today many non-manufacturing organizations are applying the powerful process improvement methods and tools employed with Lean techniques. This book illustrates Lean methods and tools applications applied to a full range of sales organizations and processes. By discussing these tools in various sales environments, sales team leaders can begin to understand how these methods and tools can be applied in their organizations. Through a unique and easy reading story of a frustrated sales team leader discovering the power of these tools, the authors present a compelling argument to begin using Lean in sales organizations; and illustrate the discovery, application, and transformation of sales processes. It's the perfect book for sales managers, sales team leaders, and business education students.

**About the Author** Dr. Jaideep Motwani is Chair and Professor of Management at the Seidman College of Business, Grand Valley State University since 2000. He also served as the E. Seidman Endowed Chair of Management from 2000 to 2002. He received his PhD in operations management from University of North Texas, and has co-authored more than 15 books and more than 175 articles on Lean, quality management, customer service, and much more. He has taught and conducted research seminars in major universities in Canada, China, Costa Rica, Hong Kong, India, France, Germany, Thailand, and the United Kingdom.