

Six Sigma Project Examples . . . “It’s **NOT** for just widgets any more!”

Sales and Marketing

- Cycle time to quote
- Percent time spent selling (rather than cleaning up or expediting)
- Margin accuracy; Pricing accuracy; ease of applying price changes
- Rate quotes are converted to orders
- Win / loss analysis - timeliness and completeness
- Distribution management - Sales \$\$ per Cost \$\$ (sales salary, allowances, discounts, travel); Margin \$\$ per Cost \$\$; Sales \$\$ and Margin \$\$ per hour of salesperson time
- Customer management - same metrics as Distribution management
- Customer information accuracy and completeness
- Ratio of new business to current business; customer volume retention rates
- % sales write-offs due to concessions, inability to pay
- Customer satisfaction scores (reliability, responsiveness, competence, courtesy, credibility, accessibility, empathy) and complaint rates