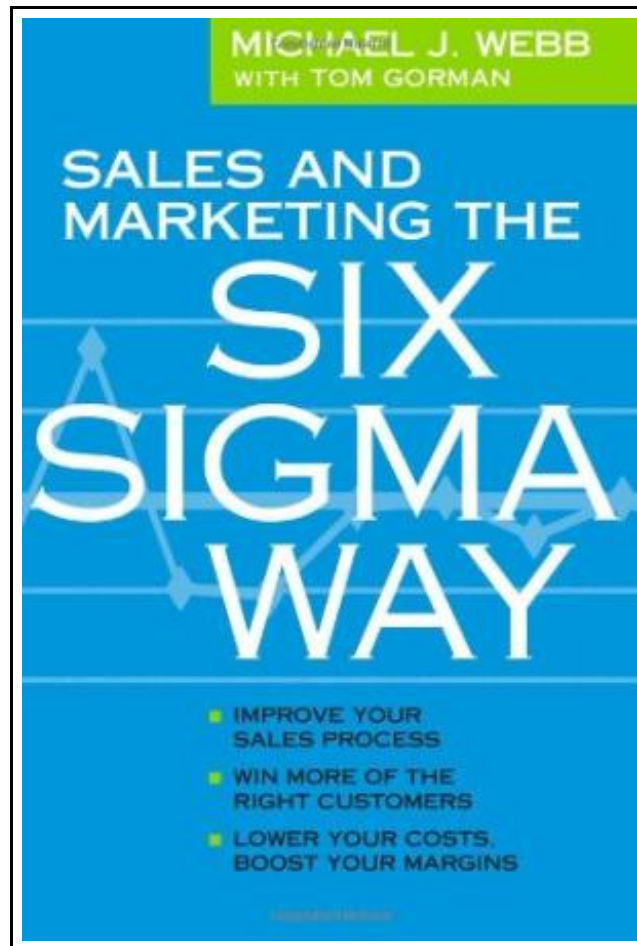


## Sales and Marketing the Six SIGMA Way



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***(Audra Hodkiewicz)***

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- \* Find out why the usual fixes for sales problems don't work
- \* Meet executives who have used Six Sigma to improve marketing and sales results
- \* See the pitfalls that await the unwary when applying process improvement in sales
- \* Learn how to introduce Six Sigma to sales and marketing professionals
- \* Discover through examples and cases how to manage sales as a process

Webb walks readers through several Six Sigma sales and marketing projects from start to finish, highlighting the tools, decisions, and results that made them successful. He shows the practical methods managers use to translate process improvement principles to the human world of selling and marketing. With his dual background in sales and marketing management and in quality improvement, Webb speaks clearly to readers in both disciplines. This makes *Sales and Marketing the Six Sigma...*



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