

Sales Process Cause & Effect Diagram

What Is A Cause & Effect Diagram

A Graphic Tool That Helps Identify,
Sort, And Display
Possible Causes Of A Sales Process
Problem Or Quality Characteristic.

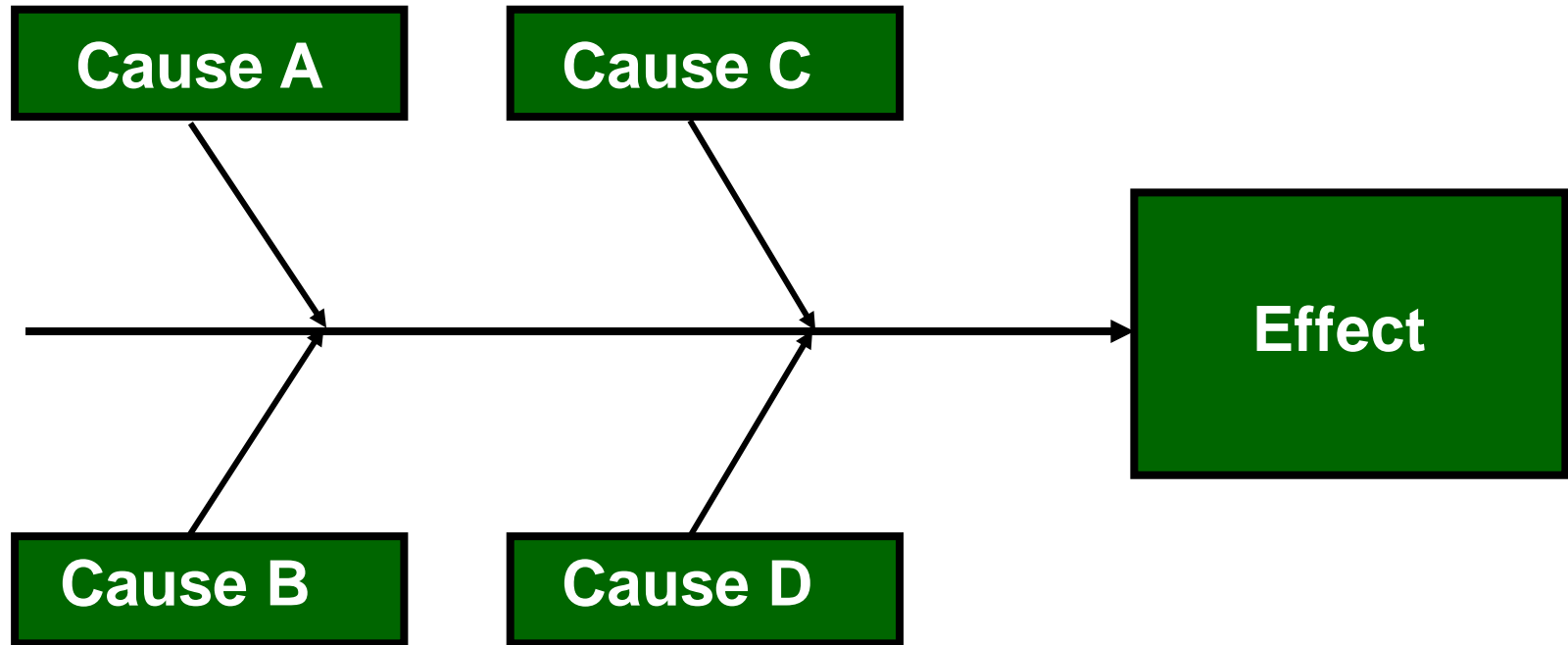
Sales Process Cause & Effect Diagram

Benefits Of A Cause & Effect Diagram

- Helps Determine Root Causes
- Encourages Group Participation
- Uses An Orderly, Easy-To-Read Format
- Indicates Possible Causes Of Variation
- Increases Sales Process Knowledge
- Identifies Areas For Collecting Data

Sales Process Cause & Effect Diagram

Basic Layout Of A Cause & Effect Diagram



Creating A Sales Process Cause & Effect Diagram

Step #1 – Identify & Define Effect

- Decide On The Effect To Examine
- Use Operational Definitions
- Phrase Effect As
 - Positive - An Objective
 - Negative – A Problem

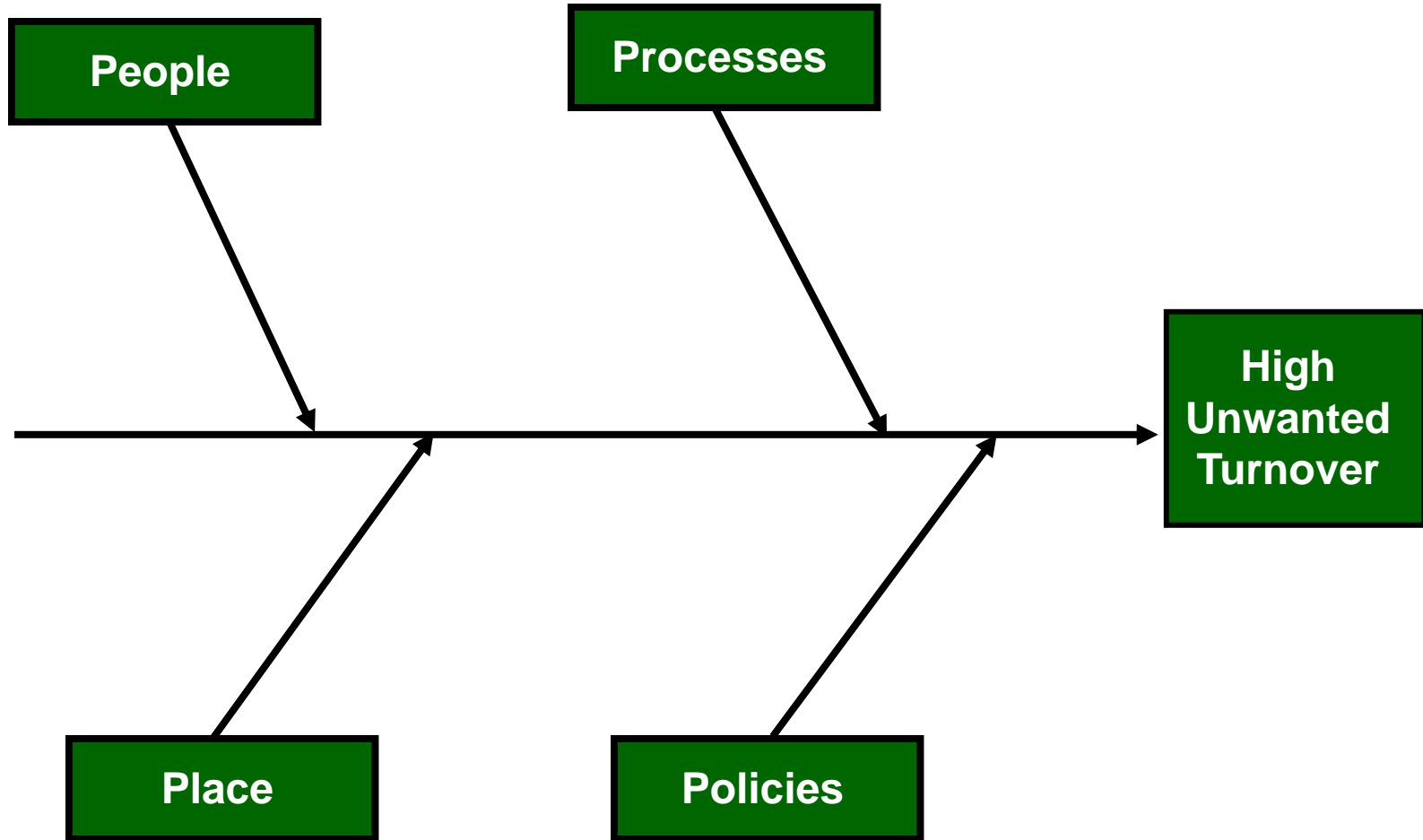
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Step #2 – Fill In The Effect Box & Draw The Spine



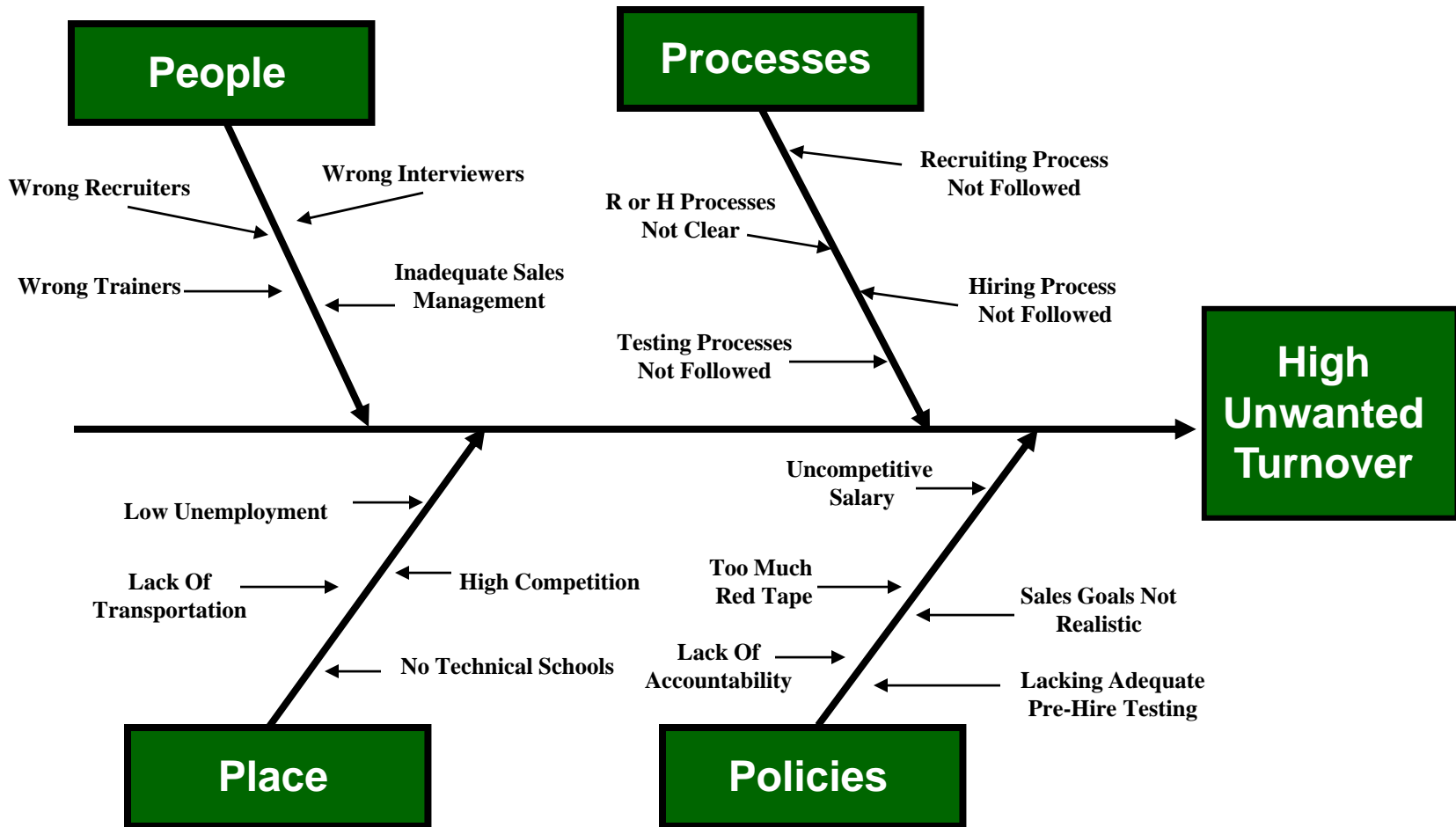
**High
Unwanted
Turnover**

Step #3 – Identify Main Categories



Price, Promotion, People, Processes, Place / Plant, Policies, Procedures & Product (or Service)

Step #4 – Identify Potential Causes



Price, Promotion, People, Processes, Place / Plant, Policies, Procedures & Product (or Service)

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Final Steps

Step 5 - Add Detailed Levels

Step 6 - Analyze the Diagram