



# PROCESS QUALITY ASSOCIATES INC.

"We Engineer the Quality of Your Success"

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## GETTING THE SALES

### CLIENT's SITUATION

A service company was concerned about low sales in spite of intense efforts. Management was frustrated because sales staff were not following the written procedure designed to help them set priorities. Sales staff were frustrated trying to follow the procedure and respond to verbal directives from management.

### PQA's TASK

Use the People Problem Solver System to detect and correct the problems in the system and then help people build new habits.

### PQA's ACTION

Process Quality Associates used a Design of Experiments measuring system to determine the frequency of compliance to the different steps of the procedure. The results fell into three distributions:

1. Things people usually won't do, no matter what.
2. Things people will do when conditions are right or motivated.
3. Things people will usually do, no matter what.

PQA then initiated an auditing system. At random intervals, everyone, including management, was checked to see if they were doing their priority tasks. The audits revealed the cause of non-compliance; the procedure in some places was incomplete and in other places misunderstood. Discussions clarified these issues and the procedure was revised.

### CLIENT's RESULTS

The revised procedure was easier for the staff to follow

Continued auditing showed a shift from sporadic to consistent adherence to the procedure

Sales productivity increased by  $\geq 15\%$ , with the same staff working the same hours

Decreased stress in the office environment.