



<p><b>The Challenge</b></p>	<p>Pacesetter Medical Imaging (PMI) had defined administrative processes very well, but the essential functions of service and sales were not written down. This put growth at risk.</p>
<p><b>Solution Milestones</b></p>	<p>Effective Learning for Growth</p> <ul style="list-style-type: none"> <li>• Met with senior management to roughly define service and sales processes and build a draft model using XSOL in Order process modelling software.</li> <li>• Met with the sales force to flesh out the model with best practices and decision rules. The model became a focal point for important discussions about implementing sales best practice.</li> <li>• Gained clarity and agreement on how the sales and service processes <i>should</i> work, from all key stakeholders.</li> <li>• Delivered an HTML file as a webpage available to all, from salespeople and service technicians in the field to the back office functions that support them.</li> </ul>
<p><b>Results / Outcomes</b></p>	<p>CEO Max Miller said “You’ve captured 30 years of distribution experience in just a few hours.”</p> <p>Everyone involved in the sales process sees how it is supposed to work, and how to keep making it work better.</p> <p>The CEO and the sales team use the model as a platform for ongoing sales process improvement, organizational learning, and accelerated training of new employees.</p>