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Sigma? Ses 1-2 | MIT 16.660 Introduction to Lean Six Sigma Methods, January (IAP) 2008

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Six Sigma Marketing (SSM) is a fact-based, data-driven disciplined approach to growing market share by providing targeted product/markets with superior value. It is organized around the following elements: Customer value is the driving strategic metric. It replaces the emphasis on customer satisfaction embraced by both Six Sigma and marketing, and provides a much stronger link to market-share gains and revenue increases.

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## **Six Sigma Marketing | ASQ**

Michael J. Webb, Sales Performance Consultants, Inc. Originally published in Marketing Times Summer 2005. Subsequently published in Marketing Watchdog Journal, August 2005. ( pdf of this article) Six Sigma is a funny name for a serious way of boosting marketing and sales performance. It's already transformed manufacturing in hundreds of companies, and it is now doing the same in marketing and sales in companies such as Bank of America, Dell, General Electric, HSBC, Service Master, Johnson

## **What is Six Sigma... and Why Should Marketing and Sales ...**

Applying Six Sigma to marketing will increase marketing's ability to deliver on market requirements, improve the efficiency and effectiveness of the marketing planning process, successfully manage marketing operations, provide transparency into marketing processes, and improve the collaboration between marketing and other groups within the business.

## **Applying Six Sigma to Marketing to Grow Revenue**

Marketing the Six Sigma Way, sales and quality guru Michael Webb shows how to blend marketing and sales efforts with the cutting-edge methods of Six Sigma to boost their bottom lines. With Webb's book as a guide,

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readers learn to engineer rapid routes to customer value, accurately predict future revenue, and ensure return on investment for their projects. In Sales and Marketing the Six Sigma Way, you will:\* Find out why "the usual fixes"

## **Six Sigma Marketing From Cutting Costs To Growing Market ...**

Six Sigma Certified individuals can seamlessly join Six Sigma Teams already working on projects, especially when their certification is rooted in Marketing. Cut Costs by Eliminating Errors While the chief concern for Six Sigma marketers is satisfied customers, eliminating errors is definitely a way to accomplish this.

## **Six Sigma Green Belt Training & Certification in Marketing**

Six Sigma Certified individuals can seamlessly join Six Sigma Teams already working on projects, especially when their certification is rooted in Marketing. Cut Costs by Eliminating Errors While the chief concern for Six Sigma marketers is satisfied customers, eliminating errors is definitely a way to accomplish this.

## **Lean Six Sigma Black Belt Training & Certification in ...**

Six Sigma for Marketing and Six Sigma for Sales are relatively new approaches to enable and sustain growth. They are part of the

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bright future offered by adapting Six Sigma to the growth arena. The linkage of Six Sigma for Marketing and Six Sigma for Sales tasks and tools to strategic, tactical, and operational processes is where the Six Sigma discipline adds measurable value to marketing and ...

## **Introduction to Six Sigma for Marketing Processes | Growth ...**

Six Sigma tool like DMAIC can assist the Managers to improve efficiency by cutting down the number of suppliers that the company is dependant on which in turn becomes cost effective and results into lesser defects in the work process flow.

## **Six Sigma In Digital Marketing - Site Analyticz**

The application of Six Sigma to marketing involves changing the method's basic function. In particular, companies using Six Sigma in marketing must make four key adaptations: Focusing on customer value; Providing a competitive view; Emphasisizing communications; Designing in change

## **Using Six Sigma in Marketing Requires Fundamental Changes**

Indeed, Six Sigma has found widespread application in every significant industry and business—except marketing and sales. In Sales and Marketing the Six Sigma Way, sales and quality guru Michael Webb shows how to blend

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marketing and sales efforts with the cutting-edge methods of Six Sigma to boost their bottom lines. With Webb's book as a ...

## **Sales and Marketing the Six Sigma Way: Amazon.co.uk: Webb ...**

in sales and marketing the six sigma way sales and quality guru michael webb shows how to blend marketing and sales efforts with the cutting edge methods of six sigma to boost their bottom lines with webbs book as a guide readers learn to engineer rapid routes to customer value accurately predict future revenue and ensure return on investment for their projects in sales and marketing

This book focuses on the new frontier of applying the Six Sigma discipline to an integrated, enterprise-wide strategy to create measurable capabilities in sustaining top-line growth. This book can be read on two different levels. First, it introduces marketing managers and executives to Six Sigma (at a high level) and suggests a unique approach to applying its concepts to marketing. Second, for those familiar with Six Sigma, this book suggests a unique, flexible combination of tools and techniques tailored for marketing. Regardless of which audience you may find yourself in, we trust

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that this book contains new thinking and practical recommendations that will yield success. Six Sigma has been successfully applied to engineering and manufacturing. Adding more "science" to the "art" of marketing offers a number of benefits, including project selections aligned with attractive market opportunities, a faster and more accurate product commercialization process, and better cross-functional communication.

This book discusses supply chain issues and models with examples from actual case studies. Recent advances in sustainability, supply chains and technologies have brought promising potential for the management of sustainable global and local supply chains. While most of the current literature seem to consider developments in the field of sustainable supply chains and in the field of Industry 4.0 as two distinct entities, this book attempts to explore the synergy in bringing these two distinct fields together. The book features chapters on management of sustainability and industry 4.0 on supply chains as a whole, with several case studies on issues related to the application of sustainable supply chains in specific application sectors. They employ mathematical modeling and statistical analyses, as well as descriptive qualitative studies. They cover a range of application areas including multiple sectors (restaurant, manufacturing,

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logistics, furniture, food and insurance), domains (supply chains, logistics, marketing, and reverse logistics) and multiple country contexts (UK and India). The potential links between sustainability and the recent technological innovations from Industry 4.0 have been explored in detail. The book offers a valuable tool for managerial decision-making on the current practice and future potential on the use of Industry 4.0 tools for sustainable supply chains to facilitate competitive advantage with case studies in various industry sectors. In addition, some intriguing mathematical models will appeal to students and researchers interested in modeling the logistics process and the application of evolutionary game theory for integrating the social and economic aspects of sustainable supply chains. Some of these supply chain issues have been addressed in a previous book by the Editors.

This book discusses the integrated concepts of statistical quality engineering and management tools. It will help readers to understand and apply the concepts of quality through project management and technical analysis, using statistical methods. Prepared in a ready-to-use form, the text will equip practitioners to implement the Six Sigma principles in projects. The concepts discussed are all critically assessed and explained, allowing them to be practically applied in managerial decision-making, and in

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each chapter, the objectives and connections to the rest of the work are clearly illustrated. To aid in understanding, the book includes a wealth of tables, graphs, descriptions and checklists, as well as charts and plots, worked-out examples and exercises. Perhaps the most unique feature of the book is its approach, using statistical tools, to explain the science behind Six Sigma project management and integrated in engineering concepts. The material on quality engineering and statistical management tools offers valuable support for undergraduate, postgraduate and research students. The book can also serve as a concise guide for Six Sigma professionals, Green Belt, Black Belt and Master Black Belt trainers.

Nearly half of the top one hundred Fortune 500 companies use Six Sigma methodology in some part of their business. These companies have been among the top one hundred for five or more years and consistently report higher revenue and significantly higher profits than competitors. This underscores the impact on the cost side. Now the focus moves to revenue growth. Six Sigma consultant Clyde M. Creveling's *Design for Six Sigma in Technology and Product Development* is the standard guide for product commercialization and manufacturing support engineers who want to apply Six Sigma methodology to technology development and product commercialization. Now, in *Six Sigma for Marketing Processes*,

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Creveling joins with Lynne Hambleton and Burke McCarthy to show the ways marketing professionals can adapt and apply those same Six Sigma concepts to create a lean marketing workflow built for growth. This book provides an overview of the way marketing professionals can utilize the value offered by Six Sigma tools, methods, and best practices, within their existing phase-gate processes, as well as the traditional Six Sigma problem-solving approach: define, measure, analyze, improve, control (DMAIC). It provides unique methods for employing Six Sigma to enhance the three marketing processes for enabling a business to attain growth: strategic, tactical, and operational. It goes further to demonstrate the way Six Sigma for marketing and Six Sigma for design can be combined into a unified Six Sigma for growth. In this book, you'll learn how to apply Six Sigma methodology to Develop a lean, efficient marketing workflow designed for growth Enhance the three marketing arenas for growth: strategic, tactical, and operational Identify leading indicators of growth and become proactive about performance improvement Strengthen links between customers, products, and profitability Redesign marketing work to streamline workflow and reduce variability Assess and mitigate cycle-time risk in any marketing initiative or project Leverage DMAIC to solve specific problems and improve existing processes Use lean techniques to streamline

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repeatable processes, such as collateral development and trade-show participation

Preface xv Acknowledgments xxiii About the Authors xxv Chapter 1: Introduction to Six Sigma for Marketing Processes 1 Chapter 2: Measuring Marketing Performance and Risk Accrual Using Scorecards 25 Chapter 3: Six Sigma-Enabled Project Management in Marketing Processes 45 Chapter 4: Six Sigma in the Strategic Marketing Process 63 Chapter 5: Six Sigma in the Tactical Marketing Process 117 Chapter 6: Six Sigma in the Operational Marketing Process 173 Chapter 7: Quick Review of Traditional DMAIC 209 Chapter 8: Future Trends in Six Sigma and Marketing Processes 229 Glossary 235 Index 261

Quality management. Process mapping. Speed to production. In the past 50 years, a rigorous, measurement-based methodology called Six Sigma has brought production management to previously unimaginable levels of success and sophistication. Top corporations such as Motorola and GE have built their reputations, products, and revenues using this approach. Indeed, Six Sigma has found widespread application in every significant industry and business-except marketing and sales. In *Sales and Marketing the Six Sigma Way*, sales and quality guru Michael Webb shows how to blend marketing and sales efforts with the cutting-edge methods of Six Sigma to boost their bottom lines. With Webb's book as a guide, readers learn to engineer rapid routes to

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customer value, accurately predict future revenue, and ensure return on investment for their projects. In Sales and Marketing the Six Sigma Way, you will:

- \* 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 Way, the indispensable guide for sales and marketing professionals who want to excel in today's business environment, and for quality improvement experts who want to help them.

Typically, when companies want to improve their products, they go to their customers. But why not reach further and explore the entire market? In this eye-opening book, Eric Reidenbach goes beyond the "voice of the

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customer" that so many consultants talk about to introduce you to a groundbreaking concept: the Voice of the Market. Like most business people in this global marketplace, you are searching for that edge that will help you increase market share. In this book, Dr. Reidenbach, teaches you how to identify, and capture the Voice of the Market and then use that data and a new understanding of it to make your organization market-focused. It is not about hijacking customers with one-time special pricing. Instead, it is about applying the proper tools and processes to move your organization from a production or sales orientation to a truly market-based focus. Listening to the Voice of the Market: How to Increase Market Share and Satisfy Current Customers is not for the lazy entrepreneur. Of course, interviewing internal customers is much simpler and probably less painful than probing the thoughts of those customers who have so far eluded you. But with this book as your guide, you will develop surveys that are more than skin deep, learn how to deliver them to the right people, collect information that is useful, and then turn that information into action steps that will help you cultivate customers who feel listened to, which is the first and most obvious step in building loyal relationships.

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This is the eBook version of the printed book. Successful development and commercialization of new products are critical to the long term viability of any business. The primary goal of product development is to enable a company to meet its goals for profitability and growth by introducing new, improved and innovative products to the market. The failure of a company to commercialize valuable new product ideas results in the commoditization of that company's product portfolio and potential failure of the business itself. In this short cut we examine the business reasons that lead a company to adopt and implement the Design for Six Sigma methodology. During our discussion we examine the product life cycle that all products undergo, beginning with product development and ending with product decline. The impact of new, disruptive technologies on current products is also examined and illustrated with a case study example involving the replacement of vacuum tube technology by the transistor. In addition, an examination of the economics of new product introduction is presented, describing the impact of low priced substitute and "surpriser and delighter" products on existing markets. Using traditional supply/demand economic analysis in combination with the Kano model, the authors explain the dynamic forces which move existing products from premium pricing to a state of commoditization. Finally, the

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authors take a detailed look at the financial metrics used to measure success in a DFSS project. During this portion of the chapter the authors discuss financial metrics such as Net Present Value; key reasons for failed commercialization programs; and the use of financial sensitivity analysis, including Monte Carlo simulation techniques. This short cut describes in detail how DFSS brings value to companies. Using the language of business, the authors outline how Design for Six Sigma helps companies identify the needs of customers and emerging product trends through the use of a well defined, structured process. The authors also provides the reader with an understanding of how DFSS can be used to counter the forces of product commoditization and the entry of potentially disruptive technologies in the markets served by the business today.

Contents

What This Short Cut Covers 3

Introduction 4

The Product Life Cycle 4

Where Have All the Vacuum Tubes Gone? 5

Understanding Dynamic Markets: The Kano Model 8

The Role of DFSS 12

Six Sigma Financial Metrics 14

Candy Wrapper Film: A DFSS Case Study 15

How to Measure Success in a DFSS Project 16

What's in the Book

Commercializing Great Products with Design for Six Sigma? 36

About the Authors 45

Related Publications 46

This book presents a range of qualitative and quantitative analyses in areas such as cybersecurity, sustainability, multivariate

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analysis, customer satisfaction, parametric programming, software reliability growth modeling, and blockchain technology, to name but a few. It also highlights integrated methods and practices in the areas of machine learning and genetic algorithms. After discussing applications in supply chains and logistics, cloud computing, six sigma, production management, big data analysis, satellite imaging, game theory, biometric systems, quality, and system performance, the book examines the latest developments and breakthroughs in the field of science and technology, and provides novel problem-solving methods. The themes discussed in the book link contributions by researchers and practitioners from different branches of engineering and management, and hailing from around the globe. These contributions provide scholars with a platform to derive maximum utility in the area of analytics by subscribing to the idea of managing business through system sciences, operations, and management. Managers and decision-makers can learn a great deal from the respective chapters, which will help them devise their own business strategies and find real-world solutions to complex industrial problems.

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