

My favorite win: **How I sold one process improvement project that led to \$7 million+ in services sold and 100+ web site development projects:**

1. Sold initial project documenting benefits of in-house system: **\$2,500**
2. Sold 2nd project: Process maps and process improvement for new customer process: **\$5,000**
3. Sold 3rd project: Process maps and process improvement, nationwide, for 15,000 part time service workers: **\$75,000**
4. Sold 4th project: Process maps, process improvement, software development for 100+ internal and customer web sites, field process implementation: **\$310,000**
5. Sold 5th project to Client's competitor: Consulting and sales help that resulted in **\$1.2 million in new services sold to General Mills, ConAgra, Dole and Reckitt Benckiser**
6. Sold 6th project to Client's competitor: Software Specification, Costing, Time Capture, Web Site Development, Marketing Material Development, Standard Statement Of Work, Sales Help: **\$400,000**
7. Sold several smaller projects to Client's competitors: Approx. **\$100,000**
8. Sold 7th project to Client's competitor: Consulting and sales help that resulted in **\$5.5 million+ in new services sold to Procter & Gamble**

Case studies describing the projects:

- a. [Order Processing Reduced from 5 Days to 1 1/2 Days Through Process Flow](#)
- b. [Cream and Yogurt Outsourcing Case](#) (Using Sales Increases to Differentiate from "Cost Savings Only" Competitors)
- c. [Consumer Goods AS IS Process Flow Large Services Co Div1A](#) (password asco11)
- d. [Sales Process Improvement for Consumer Goods Firm](#) (Shows Optimized Processes, Freed Up 63,000 Sales and Support Hours Per Year, Removed 250,000 Possible Customer Service Mistakes, AND Saved \$7.5 Million Over Three Years)
- e. [Retail Merchandising Software Simplified Function](#) (password asco18)
- f. [MasterCoreProcess1of2HBC.pdf](#) [MasterCoreProcess2Of2HBC.pdf](#) (Master Core Process Flows, Health, Beauty, Cosmetics example. Shows all that must be done before a product ships to a retailer, then is sold to a consumer)
- g. [High Level Manufacturer Field Sales and Merchandising Process Flow With HQ Call, Other, Optimized](#) (password asco49 - THE DEDUCTION CLEARING OPPORTUNITY)
- h. [How Sold \\$5.5 Million in New Outsourced Services to Procter & Gamble in 60 Days](#)

i. How Sold \$1.2 Million in New Outsourced Services at 50% Margin to General Mills, Dole, ConAgra and Reckitt Benckiser in One Year

Tom Ingram, PMP, CMC

(c) 214-244-6135

(w) 972-394-5736

tom@tomingraminc.com