When Sales Meet Process Mining: A Scientific Approach to Sales Process and Performance Management
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Motivation
- Organizations are shifting from an artistic approach driven by sales reps' interpersonal skills to a more structured approach.
- 90% of sales organizations who have adopted a structured sales approach have better sales result.
- Only 50% of companies have defined structured sales processes, and only 20% are able to monitor them.

Key Idea
A framework intended to serve as a communication vehicle between sales managers and data scientists, using data to support sales decision-making.

Research Questions
Process mining can promote “sales as a science” through its capacity to analyze, discover and enhance end-to-end processes. This motivates our two research questions:
- What are the challenges in managing sales processes?
- How can process mining be used to address these challenges?

Approach and Contributions
7 challenges
1. (Re)Define the level of sales processes' structure
2. Provide guidance to sales representatives during sales
3. Understand factors influencing sales process variability
4. Assess the sales processes' conformity to their process model
5. Analyze the efficiency of sales activities and identify bottlenecks
6. Identify disqualification criteria to avoid sales representatives spending their time on dead sales
7. Identify factors influencing performance

Evaluation of relevance by 16 sales managers during interviews

Outlook
1. Apply our framework with “real” data
2. Communicate the companies’ specific findings to the participants
3. Submit the scientific findings as a full research paper