LEAN SALES EXCELLENCE®
APPLYING LEAN THINKING TO COMMERCIAL TEAMS
FOCUSING ON THE CUSTOMER | IMPROVING THE PROCESS | EMPOWERING THE PEOPLE

A proven commercial system, using Lean principles and 33 years of direct experience.

Lean has transformed manufacturing and operations, yet commercial teams often depend on individual effort and fragmented processes. Lean Sales Excellence® adapts proven Lean principles for the commercial front end — marketing, sales, estimating, engineering, contract review and customer service.

01

Consultancy Services

A structured path from a free health check through to a full improvement programme.

02

Direct Advisory

Hands-on, personal support from Chris directly — for the specific challenge in front of you now.

ABOUT

CHRIS PARSONAGE

FOUNDER & PRINCIPAL CONSULTANT

With more than 33 years of experience in commercial leadership, Chris has led sales, marketing, operations and general management across manufacturing, engineering, defence and aerospace organisations.

He developed Lean Sales Excellence® to close a gap: Lean has transformed manufacturing, yet many commercial teams still rely on individual effort and fragmented processes rather than a repeatable system.

Alongside the structured consultancy services, Chris also provides Direct Advisory — hands-on, personal support drawing on the same experience, for the specific challenge in front of a business right now.

> **“Sustainable performance comes from reliable systems, not dependence on the memory and goodwill of one or two individuals.”**



33+ YEARS

Commercial Leadership & Business Improvement

SENIOR LEADERSHIP EXPERIENCE

Sales · Marketing · Operations · Manufacturing

OPERATIONAL LEADERSHIP

Successfully leading teams across three UK manufacturing facilities

LEAN QUALIFICATIONS & EXPERIENCE

Extensive practical application of Lean principles across commercial operations

INDUSTRY EXPERIENCE

Manufacturing · Engineering · Defence · Aerospace

CONSULTANCY SERVICES

Practical support from initial insight through to sustainable improvement.

01

Commercial Health Check

A focused starting point for leadership teams that want a clear view of commercial strengths and improvement priorities.

02

Commercial Diagnostic

A deeper facilitated review that explores the evidence behind the initial findings and identifies the causes of weak performance.

03

Lean Sales Excellence® Workshop

An interactive workshop that introduces the operating system and applies its principles to real commercial challenges.

04

Improvement Programme

Structured implementation support for organisations that need to redesign processes, strengthen governance and embed new ways of working.

THE COMMERCIAL OPERATING SYSTEM

One journey, from the framework to sustainable commercial excellence.



DIRECT ADVISORY

Hands-on support from someone who has done the job.

33 years of sales and marketing leadership, on your side — for the specific challenge in front of you right now. Scaled to what's needed, from a single day to ongoing weekly involvement.

01

Business Strategy Review

Stepping back to test direction, priorities and commercial focus.

02

LinkedIn & Social Selling

Building visibility and credibility where buyers are looking.

03

Using AI

Applying AI tools practically within sales and commercial work.

04

Governance

Structure, control and accountability across commercial activity.

05

People Development

Coaching and developing commercial and sales capability.

06

Market Development

Opening and growing routes to market, including major Aerospace & Defence customers.

Direct Advisory sits alongside the structured consultancy services — **the same thinking, the same person**, applied to whatever is in front of the business right now.

THE LEAN SALES EXCELLENCE® HOUSE

A comprehensive commercial operating system

COMMERCIAL EXCELLENCE

Customer Value · Commercial Flow · Sustainable Growth

CUSTOMER EXCELLENCE

Customer insight, segmentation, stakeholder understanding and strategic account development.

SALES EXCELLENCE

Discipline in qualification, opportunity management, bid decisions, pricing and forecasting.

OPERATIONAL EXCELLENCE

Removing waiting, rework, duplication and variation from quotation through to delivery.

BUSINESS EXCELLENCE

Leadership, data, governance and continuous improvement that sustains the other three pillars.

FOUNDATION — THE STRENGTH BENEATH EVERYTHING

Leadership · People · Systems & Digital · Data · Continuous Improvement

S.L.O.W.D.O.W.N.™ — THE EIGHT COMMERCIAL WASTES

A simple framework for spotting where commercial capacity and opportunity are being lost.

S	L	O	W	D	O	W	N
Searching	Lost Opportunities	Overprocessing	Waiting	Defects	Overload	Wasteful Communication	Non-Utilised Talent

WHY LEAN SALES EXCELLENCE®

One system. Two ways to engage. Built on real experience.

- ✓ Built by someone who has held senior commercial leadership roles, not a career consultant
- ✓ Lean principles adapted specifically for commercial teams, not manufacturing
- ✓ Engagements scaled to what's needed — from a self-serve health check to ongoing weekly advisory
- ✓ One system spanning structured consultancy and hands-on personal advisory
- ✓ Practical tools designed for real teams under real commercial pressure
- ✓ Real experience across manufacturing, engineering, defence and aerospace

> "His ability to keep people engaged, remove unnecessary complexity and focus on the right outcome helps build trust and keeps things moving forward."
>
> **Andy Penfold**
> General Manager, Sherborne Sensors

> "Chris consistently adds value through his clear, structured approach and strong continuous improvement mindset."
>
> **Rikki Thomson**
> Production Manager, AQ Group

LET'S BUILD A BETTER COMMERCIAL FUTURE TOGETHER.

BOOK YOUR COMMERCIAL HEALTH CHECK TODAY

chris.parsonage@leansalesexcellence.co.uk +44 7414 746602 www.leansalesexcellence.co.uk linkedin.com/company/lean-sales-excellence