

BUYING PROCESS



What happens on customer's side?	ACTIVITIES
What kind of support may he need?	OPPORTUNITIES
How do we get in touch?	TOUCH POINTS
What information does he need?	KEY INFO



SALES PROCESS



What should be achieved and how?	GOAL ACTIVITIES
Who is involved?	RESPONSIBLE INVOLVED
Which systems are necessary?	TOOLS INTEGRATION
What sales information is necessary?	WORKDOCS MARKETING DOCS
How and based on what is performance measured?	KPI's EVALUATION CRITERIA DATA