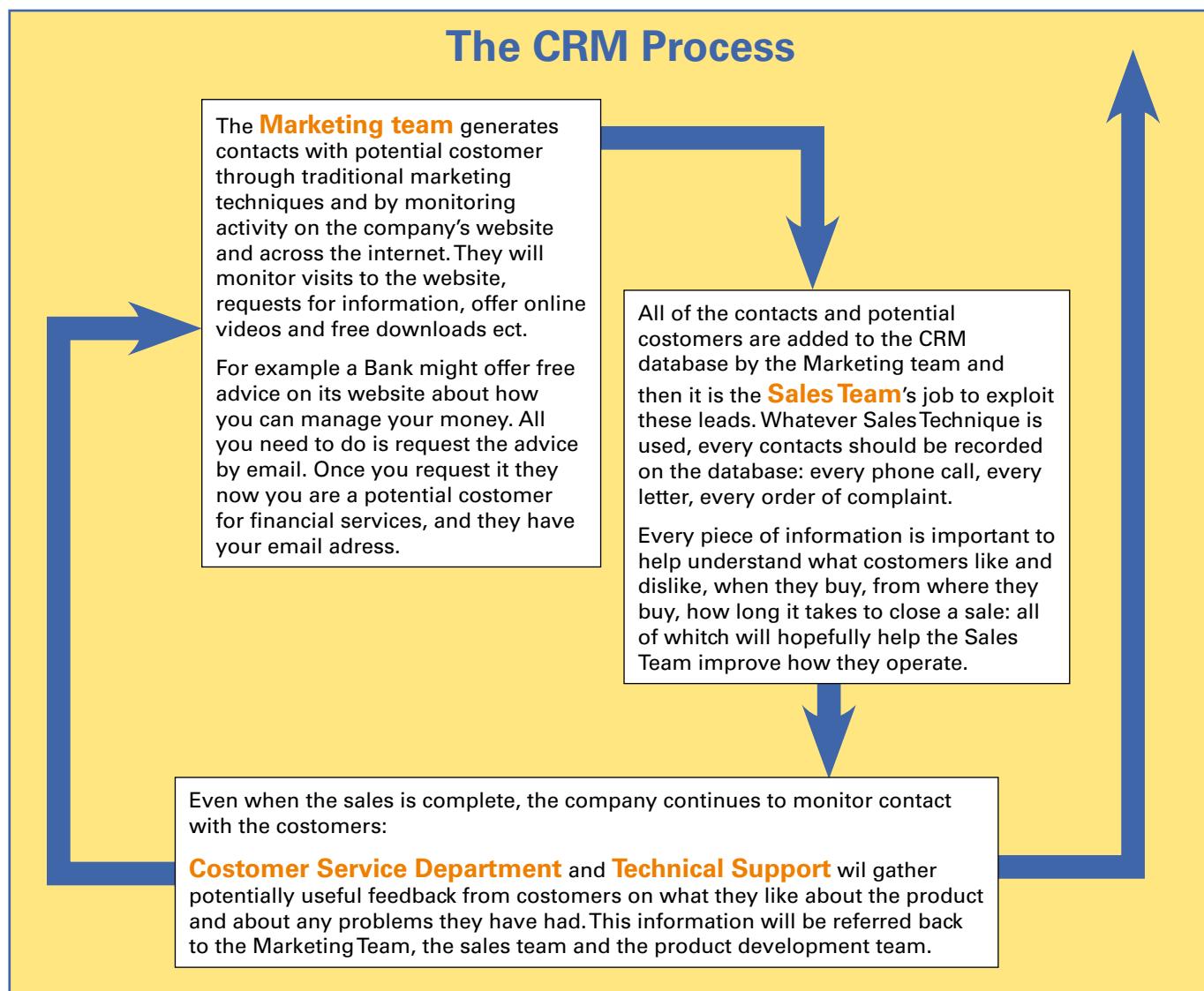


Module 2: Sales

Internet: The CRM Process



The following questions may help you structure your discussion

1. Describe the role of the marketing team in the CRM process.
2. Why does the sales team gather so much information about customers?
3. Is it true that CRM sales are only transacted on the internet? Explain your answer.
4. Why do companies continue to monitor contact with customers if the sale is complete?
5. How might the product development team exploit the CRM process?