

????????????????????????????????
????????????????????????????????
??
??
??:



- 1. ?????????????????????????????
 - ?????????????/?????:
 - o ??????????????????: ?????????????????????????????
 - o ??????????????????: ?????????????????????????????
 - ?????????? (Sales Cycle):
 - o ??????????: ?????????????????????????????
 - o ??????????: ?????????????????????????????
 - ?????????:
 - o ??????????: ?????????????????????????
 - o ??????????: ?????????????????????????



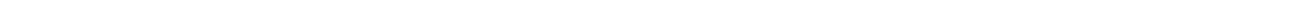
- 2. ?????????????????
 - ?????????????? (Geographical Structure):
??
????????????????
 - ?????????????????? (Product-Based Structure):
??
 - ?????????????????? (Industry-Based Structure):
????????????????? B2B ???
 - ?????????????????????? (Customer-Based Structure):
????? ??????????????????, ?????????????????



- 3. ?????????????????
 - ?????????????????? (Hunter):
??
 - ?????????????????? (Farmer):
??
 - ?????????????????????? (Technical Sales/Pre-Sales):
????????????????????????????????????
 - ?????????????????????? (Account Manager):
????????????????????????????????????



- 4. ?????????????????? KPI
 - ?????? (Revenue): ?????????????????
 - ?????????????????? (New Customer Acquisition):
 - ?????????????????????? (Conversion Rate):
 - ?????????????????????? (Customer Satisfaction):



- 5. ?????????????????????
 - ??? CRM (Customer Relationship Management): ??? Salesforce, HubSpot

