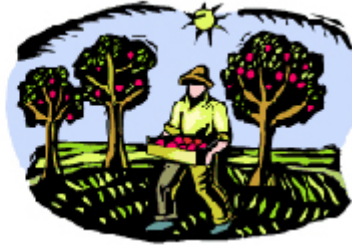


# Sales strategy and functions allocations



**SERVICING**  
*Ensure current customer  
product/service fulfilment*

**FARMING**  
*Retain & grow  
existing customers*

**HUNTING**  
*Win new  
customers*

**SPECIFYING**  
*Solicit advocacy from  
non purchasers to  
purchasers*

## Role accountability bandwidth options

