

# Servicing - Farming - Hunting - Specifying Criteria Model

## Definitions

Servicing = Sales Professional's activities with existing customers to ensure that current orders/services are being taken and delivered to valid customer expectation

Farming = Sales Professional's activities with existing customers designed to retain and grow existing revenue streams and to develop new ones

Hunting = Sales Professional's activities with target prospective customers designed to convert them to new customers

Specifying = Sales Professional's activities to promote specification advocacy to a segment that trades with another segment that does the product/service purchasing in the same value chain

