

## Servicing - Farming - Hunting - Trapping Criteria Model

### Definitions

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

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

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

**Trapping** = Sales Professional's responsive and reactive activities in taking, handling, filtering, qualifying incoming leads and sales enquiries from non-customers

