
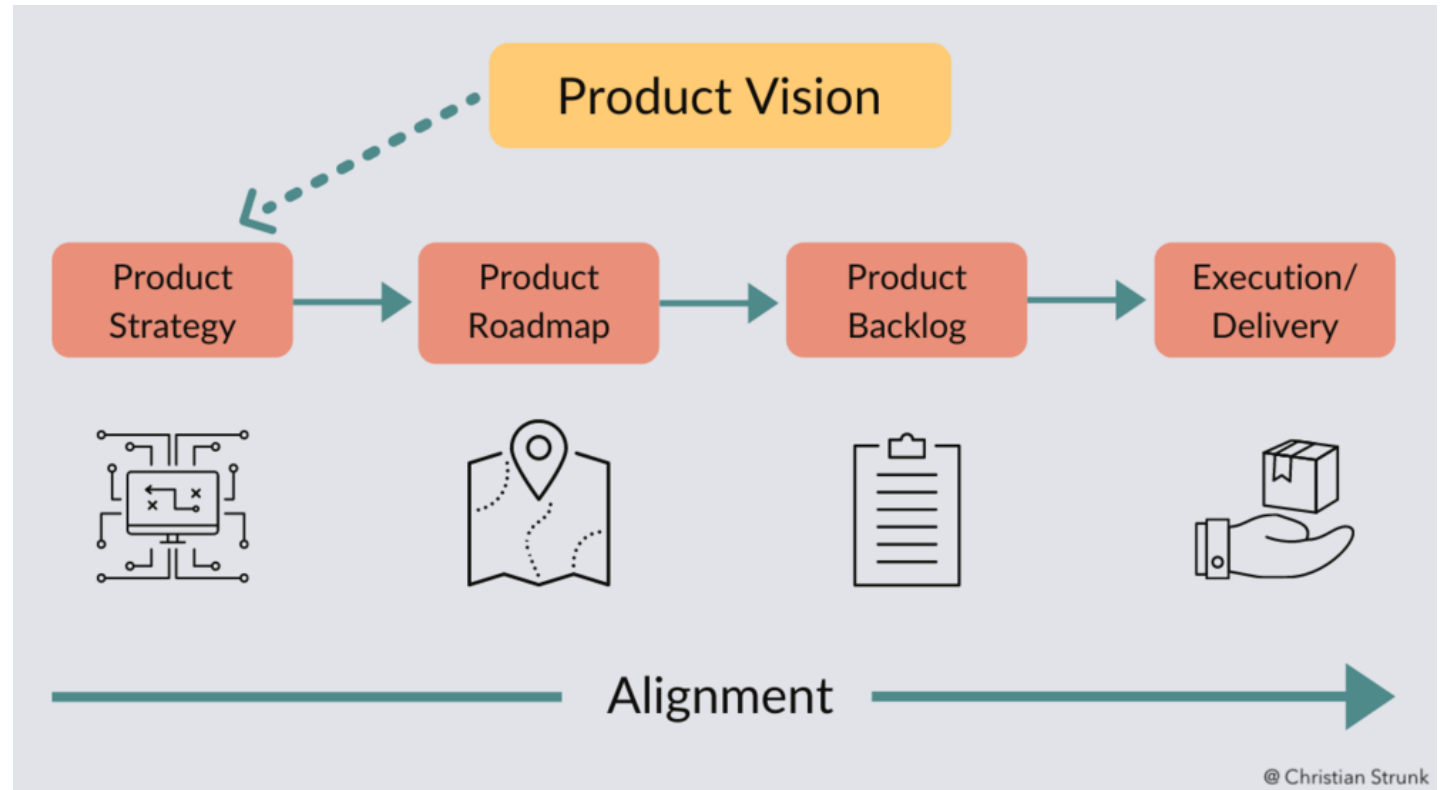


FOR a mid-sized company's marketing and sales departments WHO need basic CRM functionality, THE CRM-Innovator is a Web-based service THAT provides sales tracking, lead generation, and sales representative support features that improve customer relationships at critical touch points. UNLIKE other services or package software products, OUR product provides very capable services at a moderate cost.

You can see how this vision answers the key questions that I identified above:

1. **What** A web-based service that provides sales tracking, lead generation, and sales representative support features. The information can be used to improve relationships with customers.
 2. **Who** The product is aimed at medium-sized companies that need standard customer relationship management software.
 3. **Why** The most important product distinction is that it provides capable services at a moderate cost. It will be cheaper than alternative products.
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Product Vision



<https://www.christianstrunk.com/blog/product-vision>

Product Vision

- **Google:** *To provide access to the world's information with one click.*
- **Instagram:** *To capture and share the world's moments.*
- **Uber:** *Evolving the way the world moves. By seamlessly connecting riders to drivers through our apps, we make cities more accessible, opening up more possibilities for riders and more business for drivers.*
- **LinkedIn:** *To connect the world's professionals and make them more productive and successful.*

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1. NE SUNUYOR?
2. KİM İÇİN?
3. NEDEN TERCİH EDİLSİN?