



# The Project Management Game – how brilliant are you?

<b>Project name:</b> brilliantCRM	<b>Work package title:</b> Sales Force Analysis
<b>Work package description:</b> <p>During the sales force analysis every fact of a sales cycle is analyzed. This could be the amount of customers acquired by each sales person, or the amount of sold products of each type. Therefore, it does not only take a look at the customers but also at other sales factors.</p>	
<b>Aim of work package:</b> <p>To be able to position the company in its sales force towards other companies.</p>	
<b>Predecessor:</b> Customer Analysis	<b>Successor:</b> Target State Analysis
<b>Duration:</b> 3 days	<b>Effort in man days (MD):</b> 6 MD
<b>Responsible person(s):</b> 2 Consultants	
<b>Additional information:</b>	