Describe a key initiative from your current work that contributes to the company’s strategy (any element of the strategy).

Create a Global CRM & Sales Management Digital Took Kit

Develop 3 ideas that you could include to enhance the strategic position. Include the Key Performance / Financial Metrics that would be impacted by your actions

Identify new customers through web scraping tools.

To identify whitespace (Market Share there by Revenue)

Micro Market Mapping Digital tool loaded with potential customers from web scraping

To improve visibility of Secondary Sales & After Sales market (After market share there by Aftermarket Revenue)

To enable value selling with custom regional digital pitch book

Improve market share.

**Discuss with your supervisor on incorporating them into your plan for the year.**

Done. Pilot study in Australia market in progress

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Governance, Risk and Control