JW_WK1

- What should XYZ look at in order to effectively manage its technology sales process?
  Ans:
  - o Well, I think XZY needs a CRM system manage it technology sales process.
  - o For sales, it should have an account, contact, lead and opportunity section.
  - o For service, it should have a case management function section.
  - o And I believe there should be some process mapping of company areas.

- To manage its existing clients, what does XYZ need to do in order to make sure that its current clients do not feel neglected?
  Ans:
  - o Well, in order to have a connection with current clients, it a database system is needed. This is for data entry to keep relevant information current and updated.

- How will XYZ monitor its avenues for sales and determine areas for business growth analysis and statistical reporting.
  Ans:
  - o Well, I think XZY should make dashboards and reports for monitoring, analysis linked to business progress compared to goals and objectives.