

Objectives	Comments
Sales	Direct sales or order taking
Prospecting	Identification and meeting potential customers
Commercial relations	Creating or developing contacts with customers and suppliers, improve one's technical services or After Sales Service
Introduction	Market penetration or launch a product in a market
Partnership	Search, materialise and pursue partnerships
Image	Increase notoriety, strengthen position, present a strategy
Information	Better knowledge of the market and ensure competitive intelligence
Management	Strengthen the feeling of belonging, lead a team, mobilise a sales force