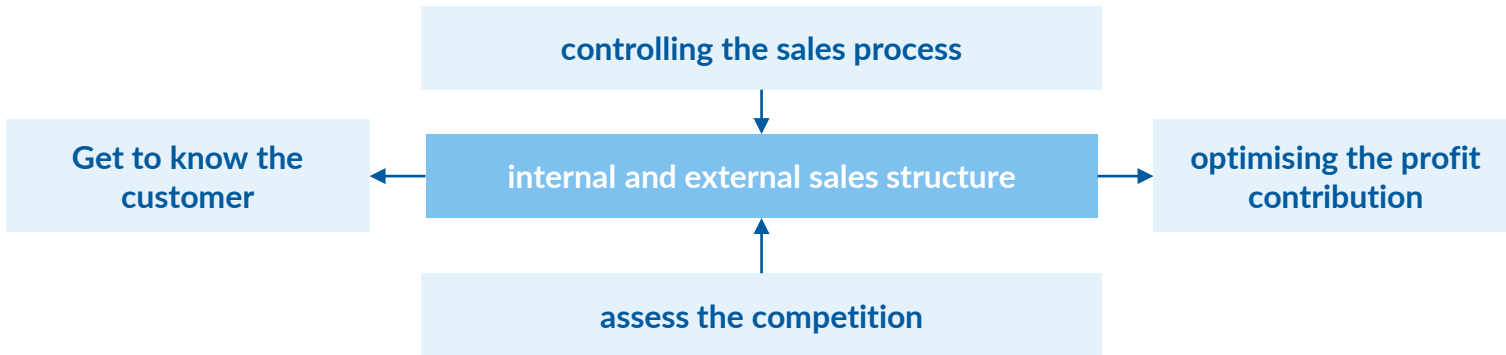


Basis of sales controlling

Sales controlling must be very carefully adapted to the business model and strategic positioning.

Sales controlling supports the sales department in ...



on the basis of the business model, the goals and the strategy
(and thus the sales strategy and sales organization)