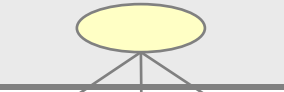




Sales in the 3 generic business models

<p>Individual Business</p> 	<p>Impact on business results</p>	<p>Process innovator</p>	<p>All levels</p>	<p>Market maker</p>	<p>New solutions, in order to achieve competitive advantages</p>	<p>Increasing own and customer profits</p>
<p>Project Business</p> 	<p>Individual solutions for customer requirements</p>	<p>Solution supplier</p>	<p>Operational and divisional level</p>	<p>Differentiation in order to avoid the „Commodity product effect“</p>	<p>Product- & service-solution for customer requirements</p>	<p>Understanding the customer needs</p>
<p>Product / Component Business</p> 	<p>Best products</p>	<p>Product experts</p>	<p>Limited contact e.g. only Purchasing Department</p>	<p>Resources and research & development</p>	<p>Best products for competitive pricing</p>	<p>Best in class products and / or cost leadership</p>
<p>Sales Argument</p>	<p>Sales Profile</p>	<p>Customer Contact</p>	<p>Pre-condition</p>	<p>Offer</p>	<p>Success Factor</p>	

Source: Schusser, Storbacka