

# Sales process

*RECEIVING --> PREPARE --  
> CLOSE DEAL --> SUBMIT*

**PROCESS OWNER:**

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CLIENT RELATIONSHIP LEAD (CRL)*

**Why?**

The purpose of Awave's sales process is to ensure we create and close business in the best way possible.

**How?**

We measure this process by tracking our turnover and our retention of clients.

**Who?**

The sales process shall be followed by everyone involved in sales.