

PARTNER ROLES



FUNCTION		Who? C = Company P = partner E = Sub-supplier
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Sales phase	- Marketing	P & C
	- PR / media coverage / social media coverage	P & C
	- Business Development	P & C
	- Identification of new customers	P
	- Participation in exhibitions	P & C
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Delivery phase	- Assembly	E
	- Keeping stock / logistics	P
	- Advisory	P
	- Installation	P
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Service phase	- Maintenance	P
	- Supplying spare parts	E
	- Customer education	
	- Call-center function	P
	- Handling customer complaints	P
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