

## Part III

# Organizing Interactions with Customers

In this part, we focus on on-going developments in procurement organizations and the interplay with specific customers. We address the following broad questions:

- (1) How do leading firms strive to develop their procurement organizations and what do those lines of development mean for sales operations? (Chapter 8).
- (2) How to organize the interplay between a supplier and its customers? Here we provide some conceptual tools and empirical evidence (Chapter 9).
- (3) How to make use of operational tools like CRM technology in managing individual and groups of customers? We demonstrate the principal CRM potentials as well as a case company experience (Chapter 10).
- (4) How to adapt CRM tools to not only support product-based sales, but also the more complex solution-orientated business? We discuss some preferred requirements that suppliers of CRM systems should address (Chapter 11).