

- 1 Spain Only
- 2 Multichannel
- 3 B2B

4.

(A) 1) Define Profiles
Languages Spanish Only (not catalan or basque by now)

2) Profile, people with sales experience or at least sales orientation.

- ↳ 2 Hunters
- ↳ 3 Farmers

(B) Selection

- Develop Process

↳ Role plays

↳ Alignment with H.O.
(Processes And technology)

(C) Training ↳ Focus on processes

↳ Technology (CRM, Zendesk)

(4) Business Practices.

↳ Create healthy working habits.

(Daily Meetings) focus on KPI's.

→ Implement 1 to 1's, feed back sessions.

Bonus: Create constant candidate pipeline
check good ambience on the team.