

Sales Defining Ownership / RACI

For outbound pipelines and revenue acceleration using this pre-filled Defining Ownership / RACI template.

Responsible (R)

- High-performing outbound business development
- Strong CRM tracking and pipeline hygiene

Accountable (A)

- High-performing outbound business development
- Strong CRM tracking and pipeline hygiene

Consulted (C)

- Implement customer affiliate program
- Generate localized sales collateral assets

Informed (I)

- Implement customer affiliate program
- Generate localized sales collateral assets