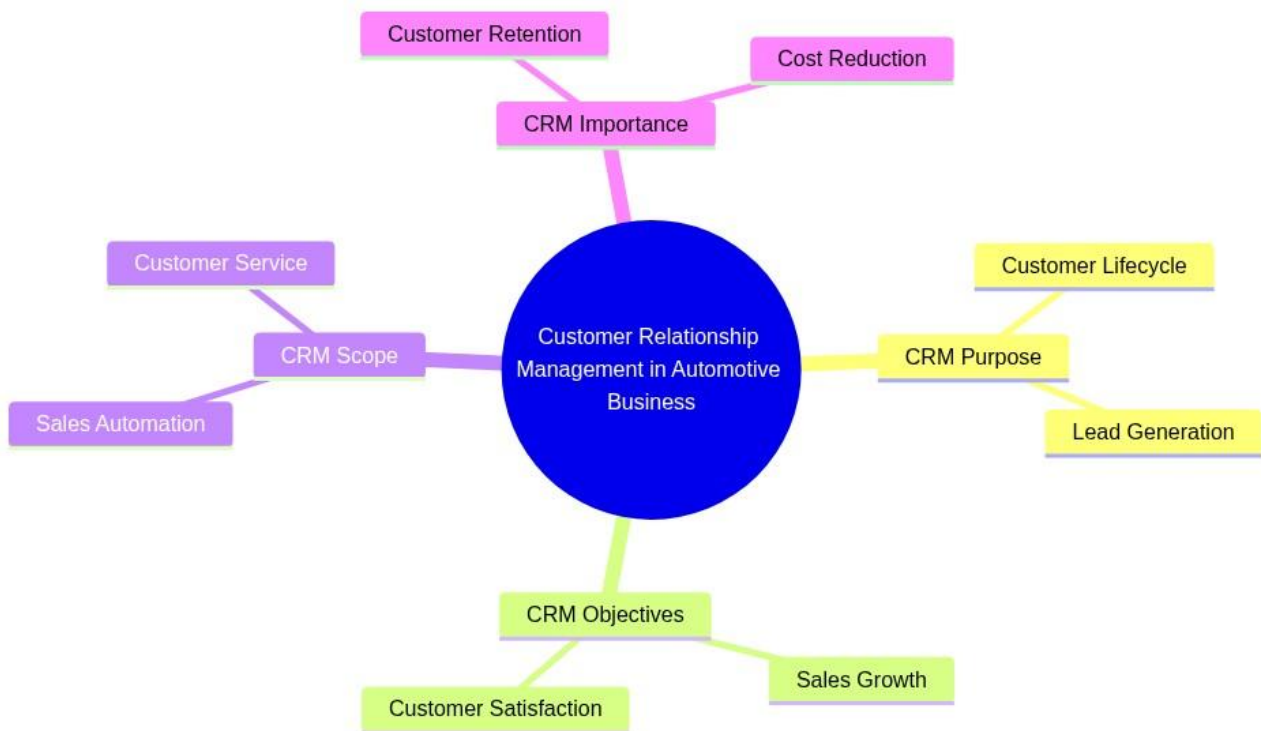


Professional Certificate in Automotive Business Strategy

Customer Relationship Management in Automotive Business



mindmap

```

root((Customer Relationship Management in Automotive Business))
  CRM Purpose
    Customer Lifecycle
    Lead Generation
  CRM Objectives
    Sales Growth
    Customer Satisfaction
  CRM Scope
    Sales Automation
    Customer Service
  CRM Importance
    Customer Retention
    Cost Reduction
  
```