

Research on CRM and application of building a sales management program for Vietnam Construction Consulting and Investment Joint Stock Company

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Abstract: This topic aims to study and apply the Customer Relationship Management (CRM) system to building a sales management program for Vietnam Construction Consulting and Investment Joint Stock Company. Through practical analysis, the topic identifies the company's specific CRM needs to optimize business performance. The research method combines CRM theory with experimental application deployment. The expected results will enhance customer management capabilities and strengthen the company's competitive advantage.

Keywords: CRM, Sales Management, Construction Company, Applied Research