CRM

What Department?	Who?	Involvement	Why?
What dept should have representation?	Specifically which individuals / roles should be involved?	What will their level of involvement be?	What's their stake in this project?
E.g. Sales, Operations, Finance, IT etc.			
	E.g. Sales Manager	E.g. Decider	E.g. Will have the final say in what systems are implemented at the business
	E.g. Head of Operations	E.g. Accountable	E.g. Will run point on the project and will be accountable to its success
	E.g. Finance Manager	E.g. Consulted	E.g. Will likely have valuable input in ways to increase business operations efficiency

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