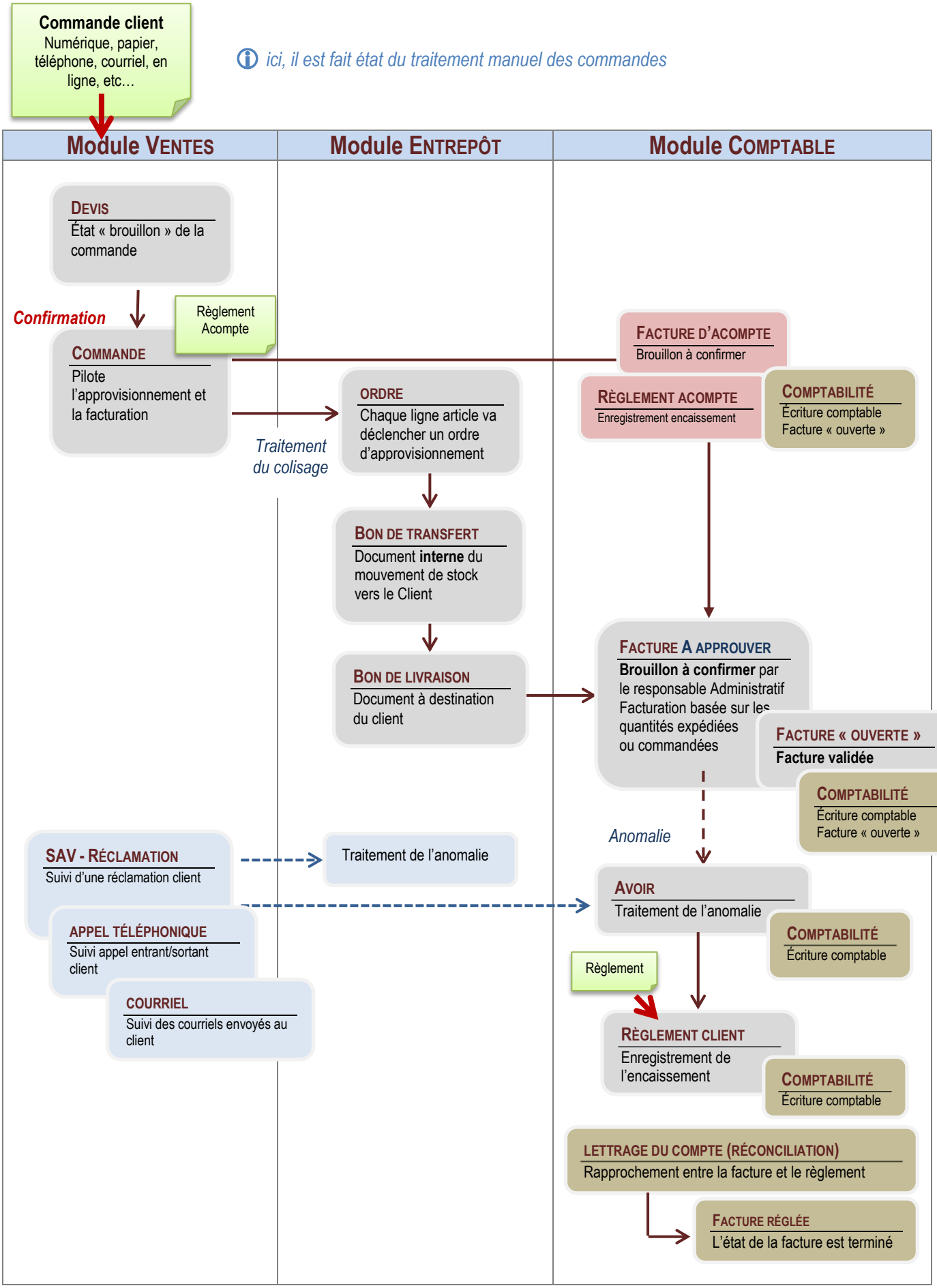LE PROCESSUS DES VENTES AUX CLIENTS