



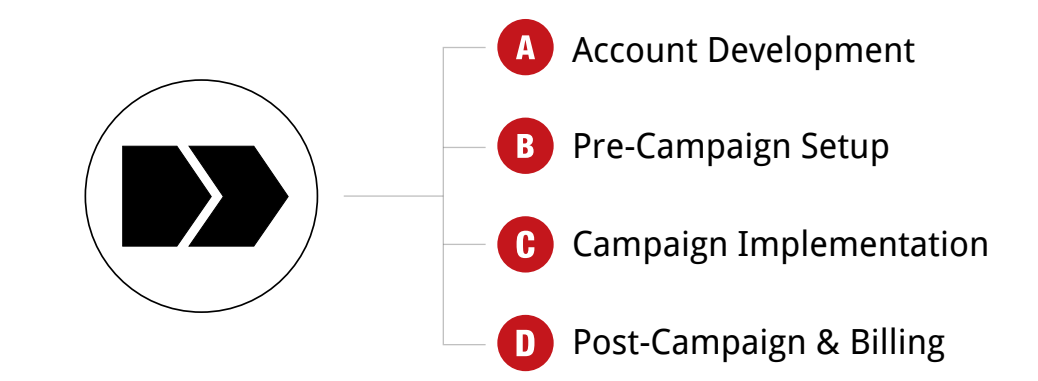
SALES
Digital Advertising Sales

The OpsDog General Line Hierarchy

- Customer Service
- Call Centers
- Product Development
- Collections
- Sales Support
 - Telemarketing (Inside Sales)
 - Field Sales (Outside Sales)**
 - Digital Advertising Sales**
 - Sales Performance Management
 - Commissions & Incentives

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Digital Advertising Sales : Workflow



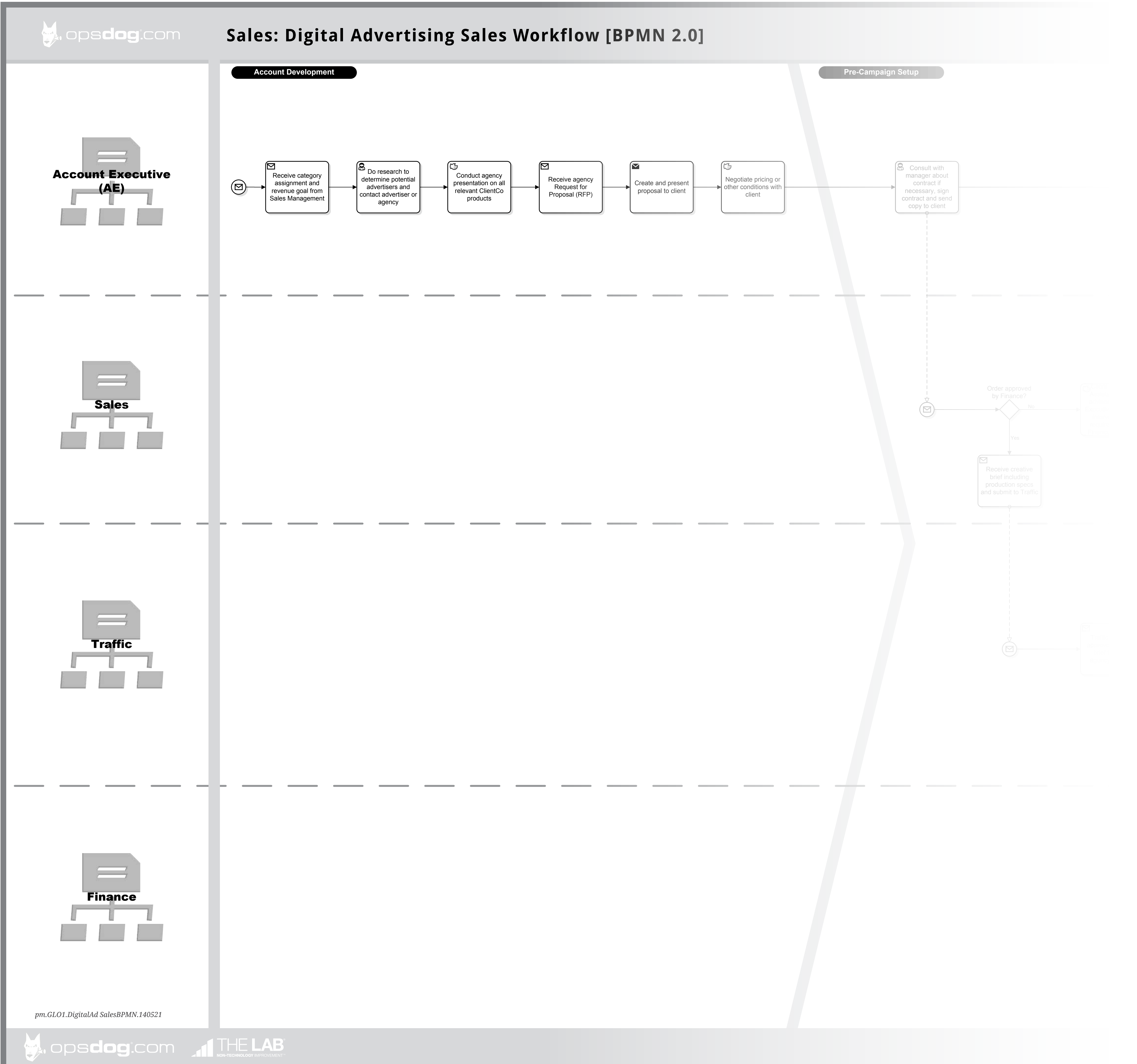
Workflow Description

The request, approval, design and campaign reporting for digital advertisements. Includes client requirements collection, request for proposal, pricing, design, ad performance analysis and final payment.

Legend

- Start Event
- Intermediate Event
- End Event
- Gateway
- Group
- Task
- Expanded Sub-Process
- Pool
- Sequence Flow
- Message Flow

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