

opsdog

WORKFLOW

SALES

Online Ad Sales

EPIM 2.0 FORMAT

The OpsDog General Line Hierarchy

- SALES
- Customer Service
- Call Centers
- Product Development
- Collections

— Sales Support

- Telemarketing (Inside Sales)
- Online Ad Sales

— Field Sales (Outside Sales)

— Sales Performance Management

— Commissions & Incentives

THE LAB

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Online Ad Sales: Workflow

- A Lead Generation
- B Negotiation & Proposal
- C Ad Execution
- D Account Management

Workflow Description

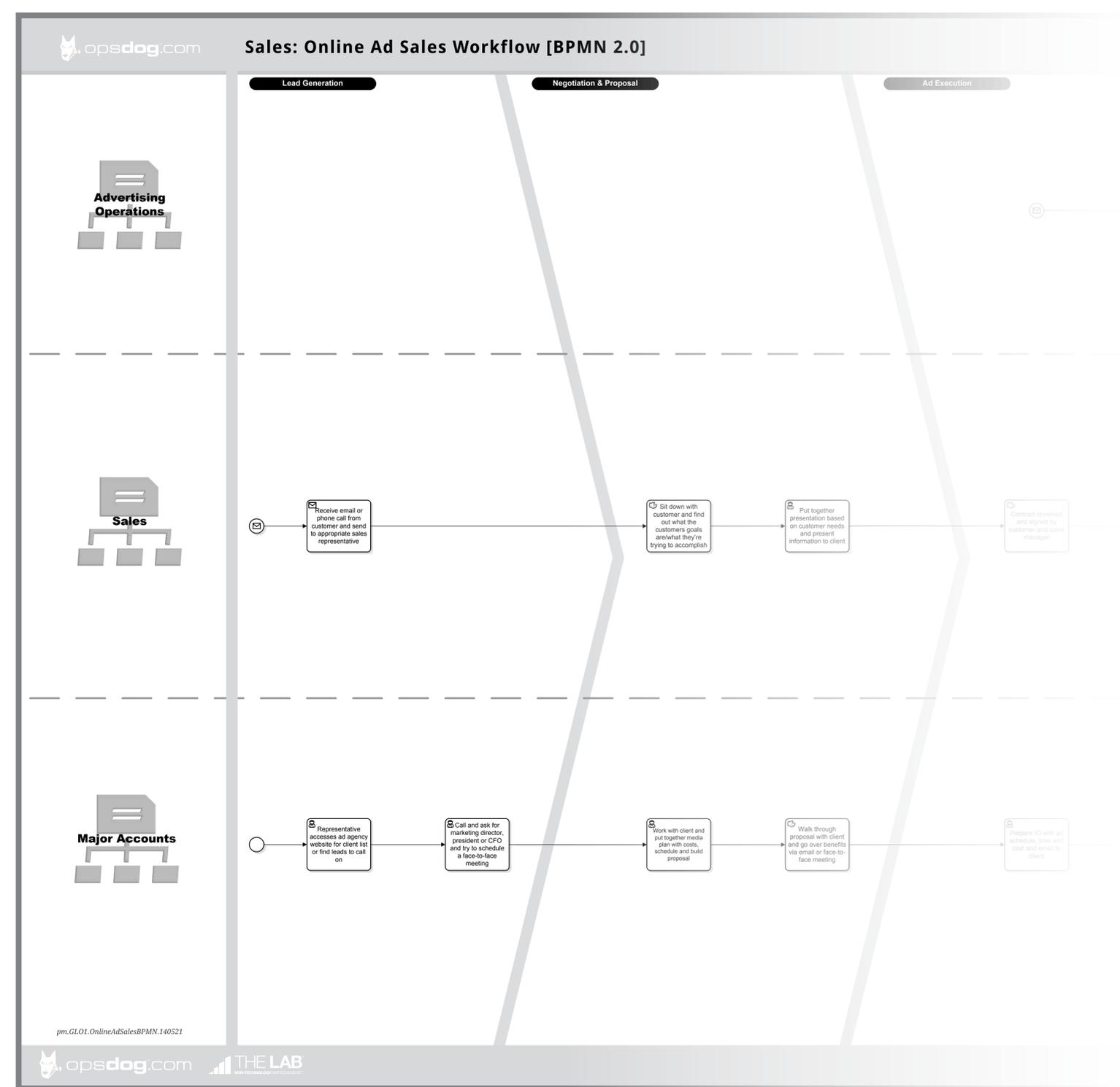
The sales of online advertising space as well as content to clients. Includes client needs gathering, ad design and approval and long-term follow up.

Legend

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

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