

**opsdog**

**WORKFLOW**

**SALES**

**Lead Generation**

**BPMN 2.0 FORMAT**

**The OpsDog General Line Hierarchy**

- Sales
  - Customer Service
  - Call Centers
  - Product Development
  - Collections
- Lead Generation & Research
  - Lead Generation
    - Inside Sales
    - Outside Sales
    - Sales Support
    - Quote-to-Cash
    - Performance Management & Incentives

**Lead Generation: Workflow**

- A Strategic Planning
- B Lead Research & Assignment

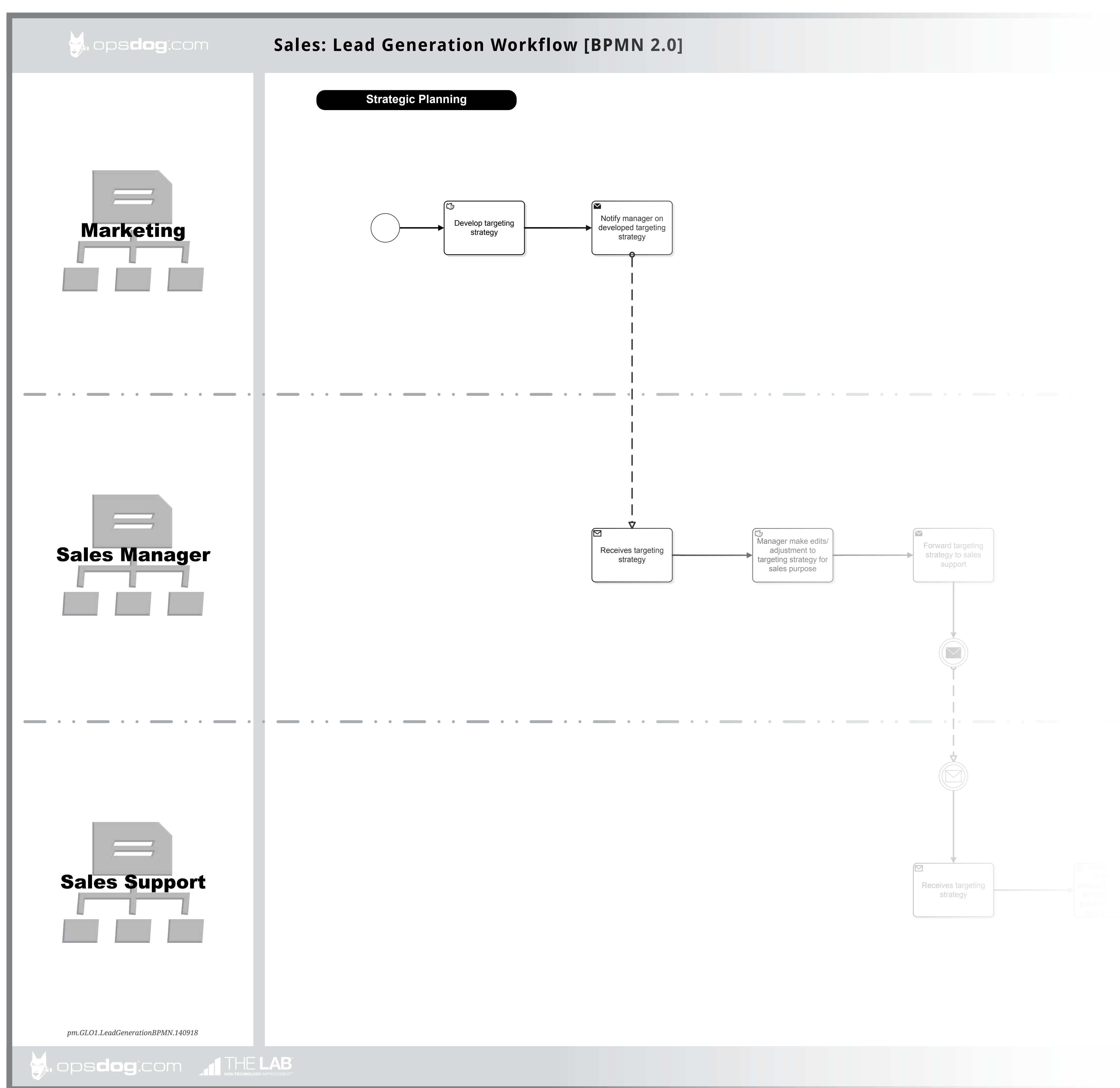
**Workflow Description**

The targeting and generation of potential sales prospect(s). Includes initial development of targeting area(s), initial list generation, and additional research.

**Legend**

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

**DO-IT-YOURSELF BUSINESS PROCESS IMPROVEMENT**



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