

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

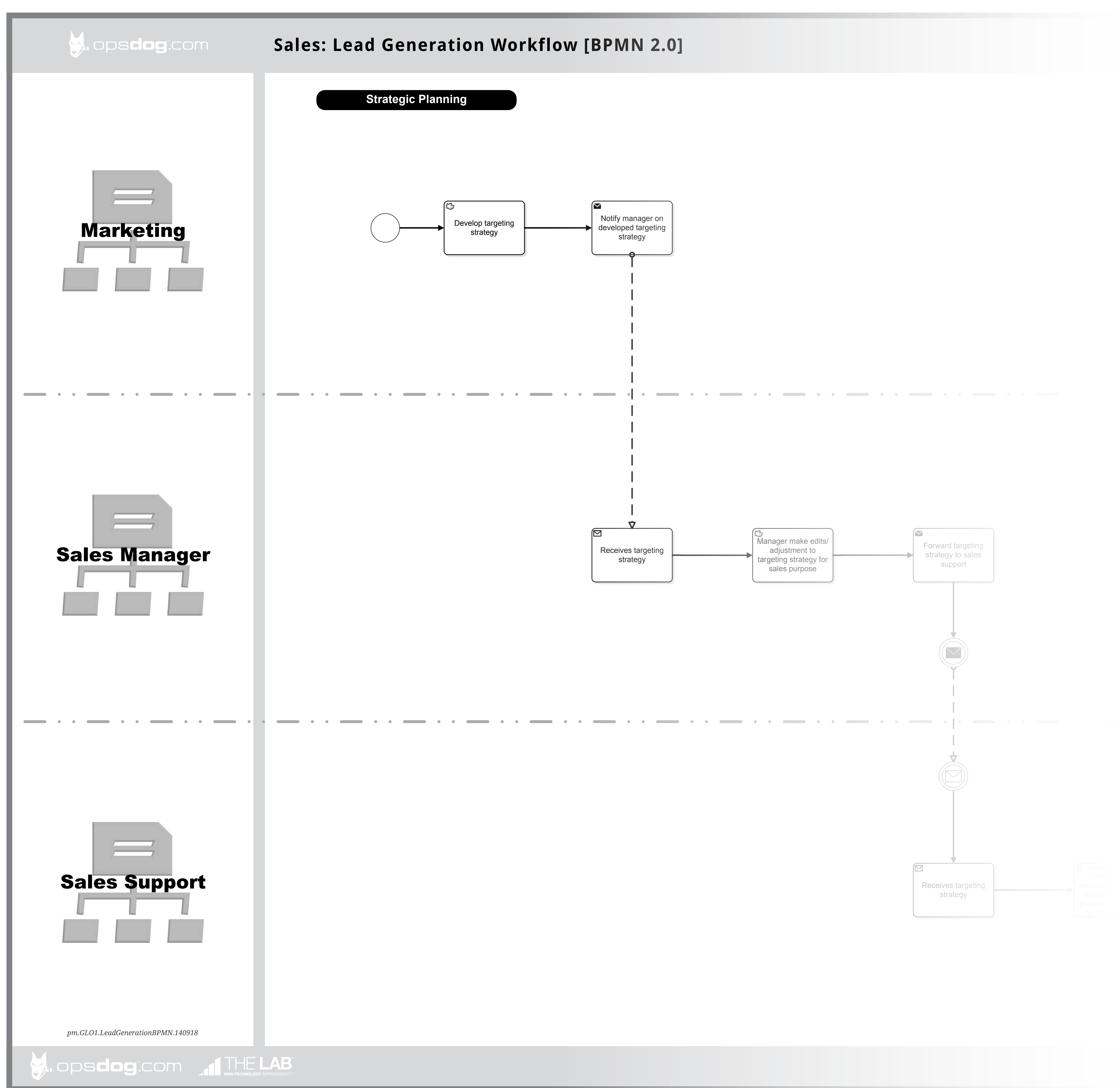
Workflow Description

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



Login to **OpsDog** to purchase the full workflow template (available in PDF, Visio)

New users get \$20 off their first purchase (registration is FREE!)