

SALES WORKFLOW TEMPLATE

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1 **MARKETING CAMPAIGN**

2 **LEAD GENERATION**

3 **LEAD ASSIGNED TO MANAGERS**

4 **LEAD FOLLOW-UP**

5 **QUALIFIED VS. NON-QUALIFIED LEAD**

6 **CONVERT LEAD TO PROSPECT**

7 **GAIN PROSPECT INFORMATION**

8 **LEAD FOLLOW-UP**

If not qualified:
Throw out

Company

Opportunity

Contact Information

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