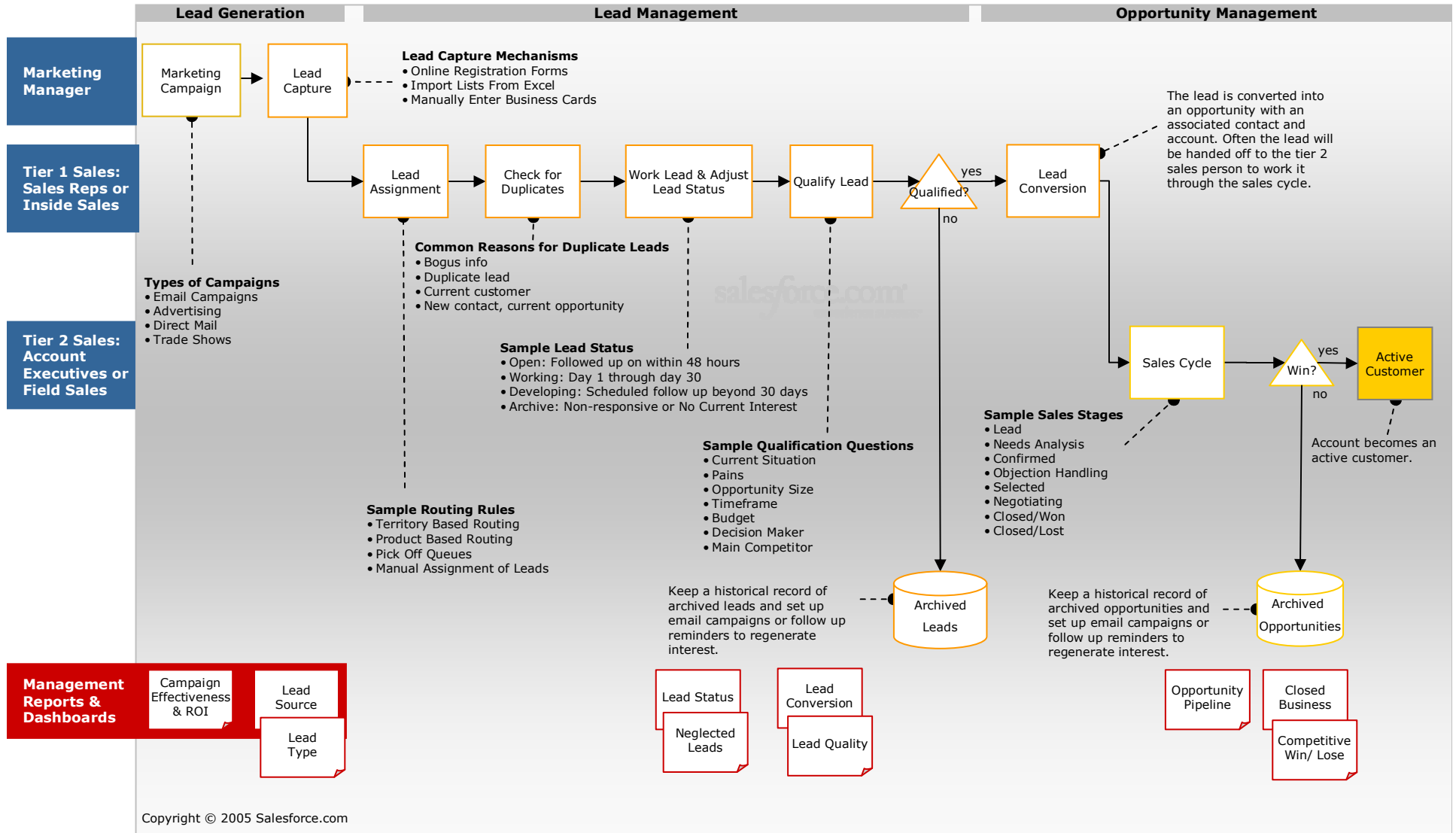


# Sales Process Map, Campaign to Customer

Two tier sales process typically found in high volume B2B sales organizations where marketing campaigns generate leads, a tier one team qualifies leads to pass on to a tier two sales team that manages the sales cycle.



## Salesforce.com Tabs



**Management Reports & Dashboards**

- Campaign Effectiveness & ROI
- Lead Source
- Lead Type

- Lead Status
- Neglected Leads
- Lead Conversion
- Lead Quality

- Opportunity Pipeline
- Closed Business
- Competitive Win/ Lose