

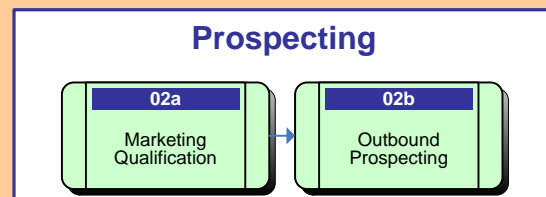
# Life Cycle Diagram

Project Number	Service ID	Service Title	Service Practice	Effective Date
C0000000		Sales and Marketing		

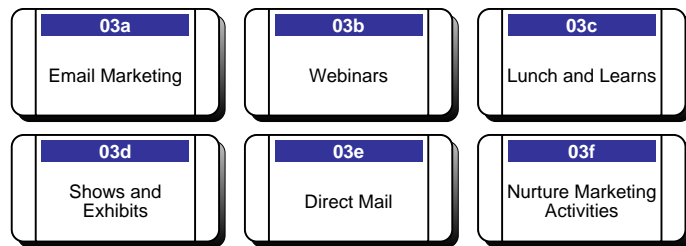
## Sales and Marketing Management



## Lead Generation



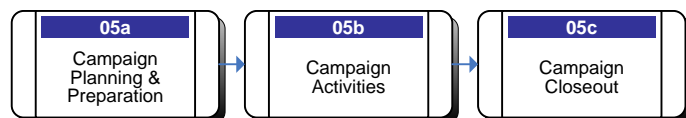
### Outbound Marketing



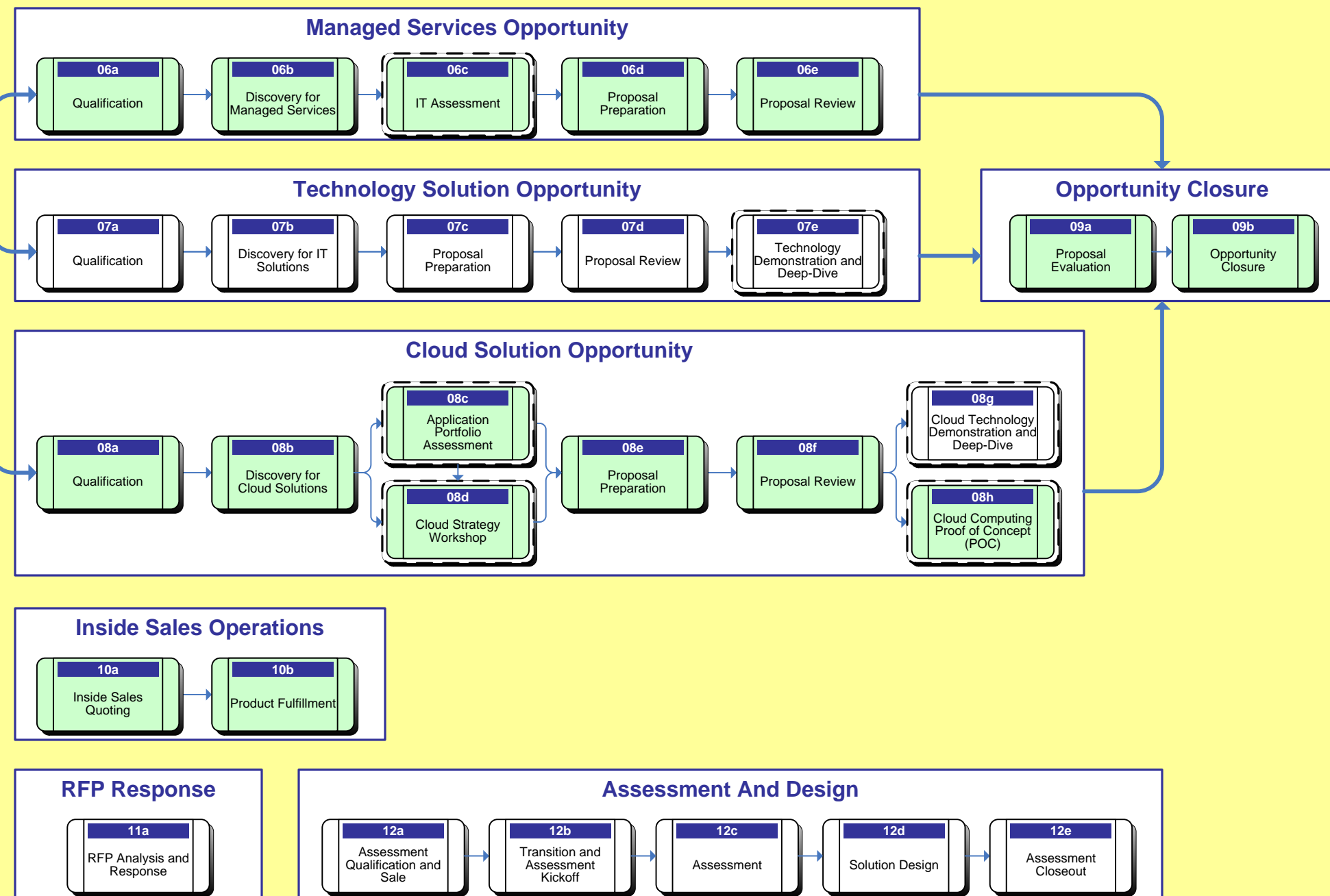
### Inbound Marketing



### Campaign Management



## Opportunity Management



## Transition

