

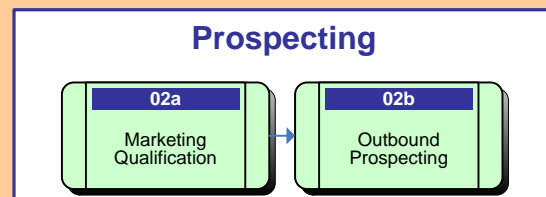
Life Cycle Diagram

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

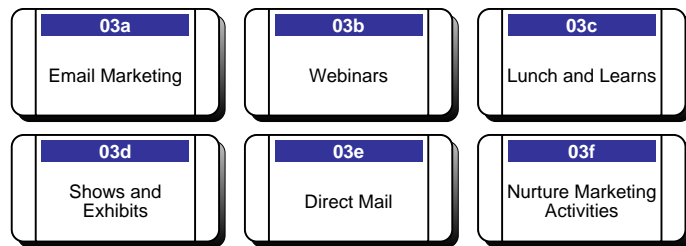
Sales and Marketing Management



Lead Generation



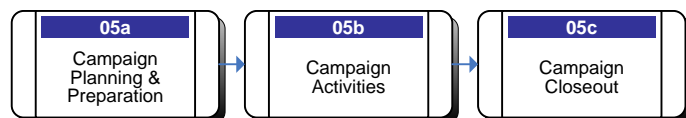
Outbound Marketing



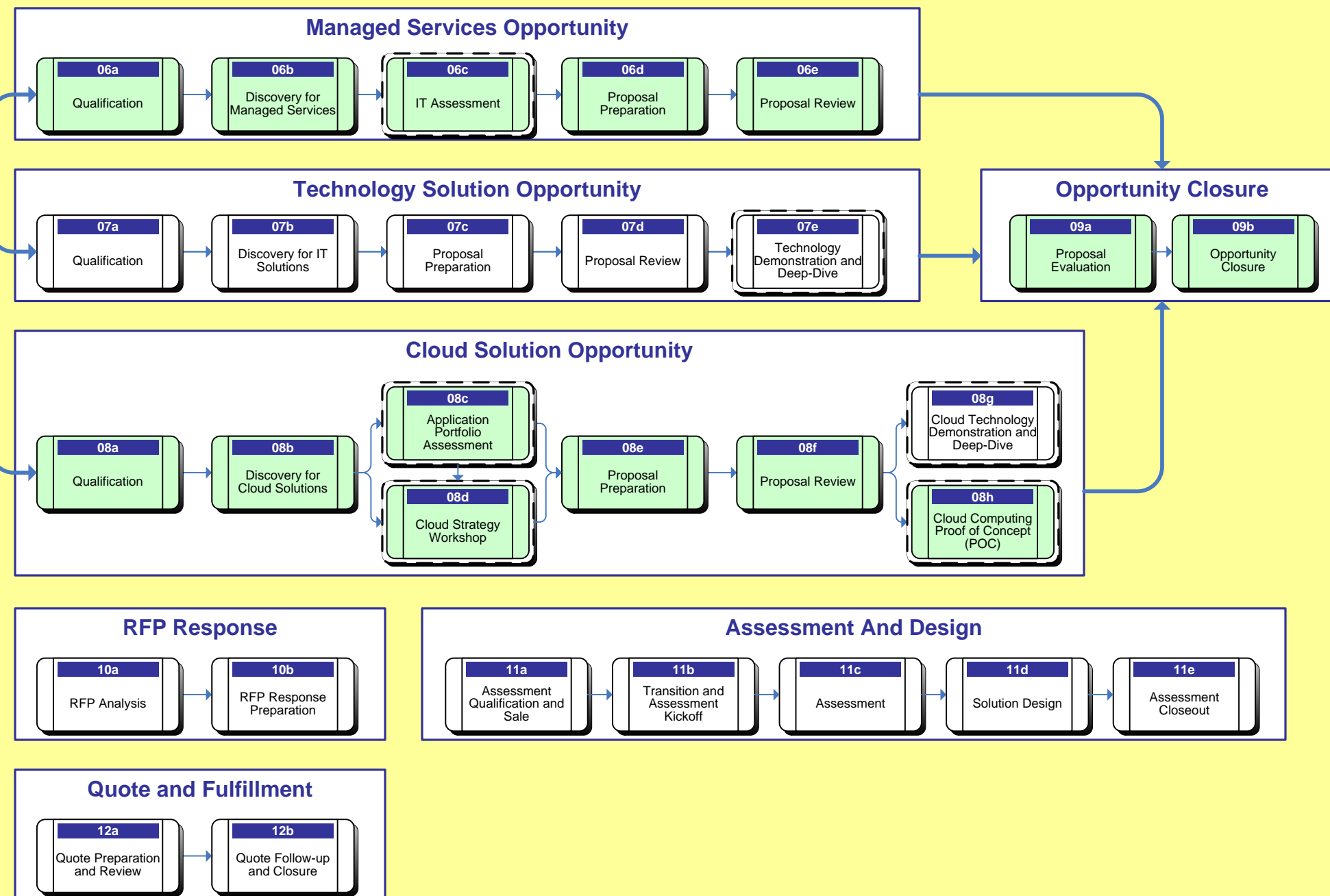
Inbound Marketing



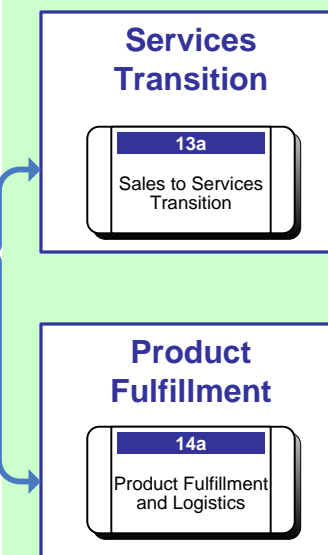
Campaign Management



Opportunity Management



Transition



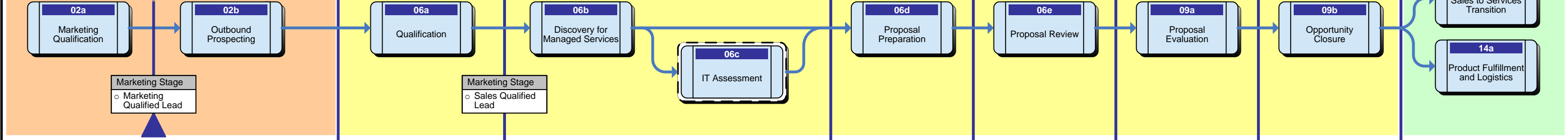
Opportunity Life Cycle

Project Number C00000000
 Service ID
 Service Title Sales and Marketing
 Service Practice
 Effective Date

Company Life Cycle



Process Life Cycle



Opportunity Life Cycle



Opportunity Stage (Funnel Stage)



Sales & Marketing Activities / Tasks

