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Your Company, INC.

Sales Operations Guide

SOG Ownership and Maintenance

This is Version One of Your Company's Sales Operation Guide. It is a living document that requires on-going ownership of management to maintain its effectiveness.

Version One must be looked at as a starting point, where entire sections will be replaced and updated with more in-depth content as well as improved clarity.

Employees should be encouraged to suggest additional content and modifications. This is a resource for them and they need to feel ownership in its ability to meet their needs to basic information and direction.

The benefit of this document is providing a baseline – a constantly improving baseline – to communicate and inform staff about the company's solutions, processes and expectations.

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