

**Employer Outreach
Lead Generation
Flow Chart**

Telephone Inquiry/Lead
Sources: Newspaper ad, radio spot, TV spot, newspaper story, special event, etc.

Commuter Connections Operations Center
COG staff receives telephone inquiry/lead. COG staff probes to determine how caller heard about the Employer Outreach program and in what jurisdiction the business is located

Jurisdictional Sales Force
COG transfers the call/lead to local outreach representative according to the business' jurisdictional location. Local outreach representative will assist employer

WMATA SmartBenefits Sales Force
COG transfers call/lead that is specifically for SmartBenefits to WMATA

Database Search
Local outreach or WMATA representative searches employer database for other offices in the region held by employer, and any previous activity by a rideshare office, TMA, or WMATA sales representative

Partner calls
Local outreach representative makes calls to other sales force reps (including WMATA) and transit agencies to get information on recent activity with the employer, and to partner for promotions, information distribution and sales of TDM options

Follow-up Sales Calls
Sales calls are made by the local outreach representative to sell TDM options. Partnering with WMATA's sales reps and other outreach reps and TDM specialists will be required to enhance sales efforts

Reporting
Local outreach rep and/or WMATA staff logs all activity into the regional contact management system (ACT database). A detailed activity report is filed in accordance with the agreement between the jurisdiction and COG.

