WO SALES CONSOLE

Say hello to all your sales tools in one place

Media transactions have become increasingly complex, with sales teams juggling disparate systems to manage orders, revisions, and makegoods. The resulting inefficiencies, including the inability to effectively price across multiple channels and limited visibility across demand, can overcomplicate inventory management and stall revenue growth.

The process to request local spot TV inventory, send back avails and pricing, negotiate and tweak details, secure the deal, and ultimately, provide proof-of-performance reporting, is long, manual, tedious and filled with opportunity for human error. *WO Sales Console* is a comprehensive solution to increase overall speed and efficiency, allowing stations to simplify the steps involved without compromising control.

WO Sales Console allows stations to:

Improve Accuracy Eliminate re-keying errors with system-to-system integrations with buy-side partners like Mediaocean, Freewheel, and Hudson MX

Consolidate Data Make informed decisions when managing proposals and orders within *WO Sales Console*, using insights from *WO Traffic* data

Improve Visibility Easily spot discrepancies by tracking changes between proposal versions during negotiation, as well as by comparing proposals to orders, to ensure the accuracy of rates and estimates

Track Performance As spots air, easy-to-read visuals pinpoint where spots are under or over delivering

WO Sales Console brings you aggregated demand through agency integrations

WO SALES CONSOLE IS THE RIGHT CHOICE IF YOUR TEAM NEEDS:

Avail requests from multiple sources, all in one place

Electronic proposal management and negotiation

Makegood rules and recommendations

Simplified stewardship and posting
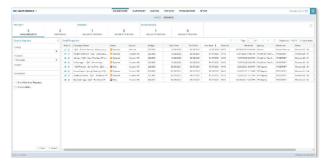
Aggregated demand from multiple buy-side systems

WIDEORBIT | Say hello to a Wider World™

ADDITIONAL FEATURES

Streamline traditional sales workflows by enabling direct communication with buyers through integrated partners.

Incoming Demand + Needs Attention

The Inbox keeps track of all incoming avail requests, countered proposals, incoming orders/revisions, makegoods that need to be sent to buyers, and rejected makegoods.
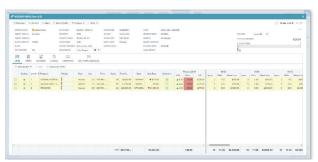
Track Performance

See a by-week, by-daypart overview of an order's performance. Drill into spot-level delivery by opening the Delivery Indicator.

Proposal Negotiation

Changes between versions are highlighted and details show on hover. Also view sellout levels and rate and estimate guides that compare against *WO Traffic*.

Compare Incoming Orders with Negotiated Proposals

View credit limits, credit applications, agency of record (AOR), liable parties, payment terms, and marketplace-wide approvals before accepting offers

Learn more about *WO Sales Console* today