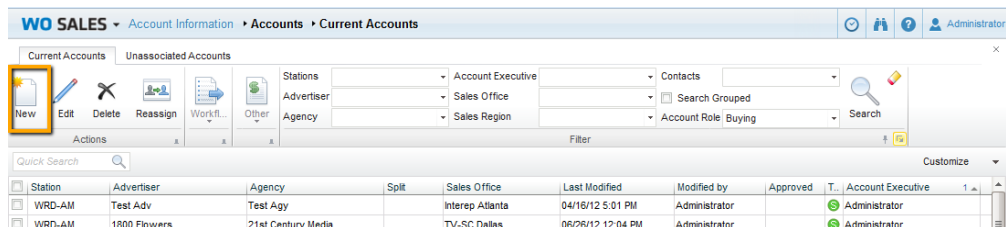# Creating Accounts

WO Sales v3.0

Accounts consist of a linked Station, Agency, Advertiser, and Account Executive. Accounts created in *WO Traffic* will automatically be available when you log into *WO Sales*. Creating accounts in *WO Sales* allows AEs to keep working while the station works through the credit approval process in *WO Traffic*.
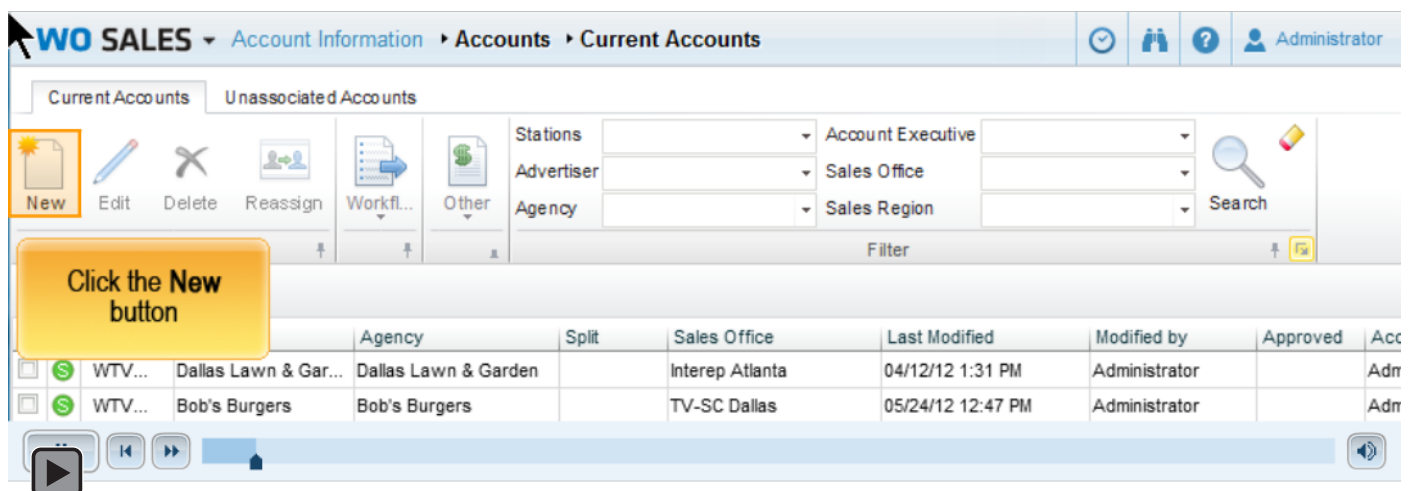

- Click **New** to create a new account.

Basic Accounts

- To create a basic **Account**, enter an Advertiser name and Agency name.
- To create a **Direct Account**, enter an Advertiser and check Direct. Commission % will be set to 0.
- If the advertiser or agency name already exists, select an existing name from the pull-down to create a new account combination.
- Click the **Details** button to add information, or click **OK** to save the account under your name and any stations you are assigned to.

VIDEO

Basic Account behavior can be seen in the video below. Click the arrow in the lower left corner to play:

Detailed Accounts

- In the New Account window, click the **Details** button before clicking **OK** to expand the form and add more information about your account.
- These details are needed to update or push the account from *WO Sales* to *WO Traffic*.
- Add addresses, demo, product, priority, and revenue codes, as well as contact information.
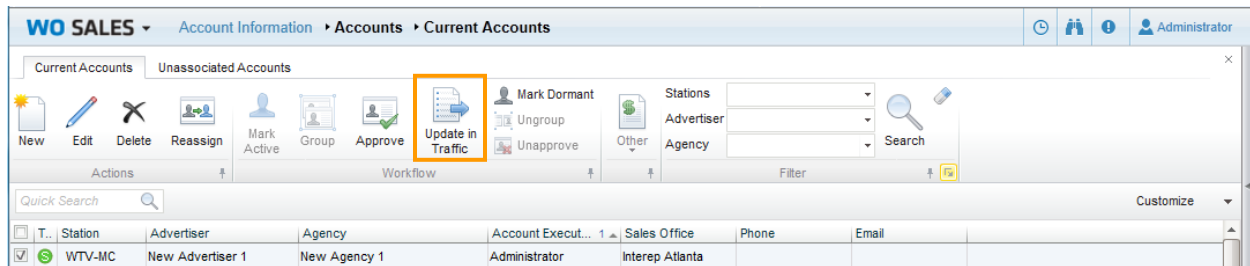

- *With proper security rights* you can change the associated AE or Sales Office.
- Assign multiple AEs to split revenue for business created from this account.

VIDEO

AE split behavior can be seen in the video below. Click the arrow in the lower left corner to play:

Submitting to WO Traffic

- In the Accounts list screen, highlight an account, then click the **Update in Traffic** button to submit the new or edited account.
- Pending, Avails and Proposals can be submitted as *WO Traffic* Orders.
- Any account created in *WO Sales* will be flagged as pending in *WO Traffic*.

- To Edit an Account, highlight it in the list and click the **Edit** button on the Ribbon.
- You may edit the **Basic** or **Details** view.

Accounts cannot be submitted to *WO Traffic* unless the user has the proper security rights to create Advertiser and Agency profiles in *WO Traffic*.