

Icon Glossary

Various icons exist throughout the **WO Sales** application. Many appear in all areas while others are specific to certain parts of the application. Below is a list of icons found in **WO Sales**.



Application



Indicates a **pull down menu** or a list of pre-existing options for the field.



Delete an item. For example, delete a Daypart selected in an Avail  Prime.



Add an item. For example, add a Demographic in a Proposal header A25-54 .



Radio Button that is toggled on/off. For example, Publish a Program for Selling Published for Selling ☒ Yes ☐ No.



Indicate a **mandatory section or field**. For example, areas on an Avail Header Account*.



Collapse and **Expand** controls adjusting all items on a list at once. For example, expand/collapse all inventory items on a Rate Card Pricing Worksheet.



Expand an item to view details below. For example, view all versions of a Proposal.



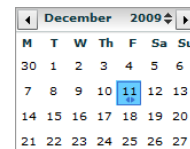
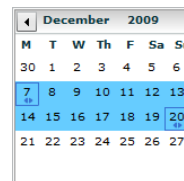
Collapse detail levels.



Calendar allowing drag highlighting functionality when selecting dates.



Calendar allowing selection of a single date.



Select Clear Drag vs. Single select



Information panel displays on search screens for any selected item.



Search field.

Home Menu/Home and Dashboard dashlets



Edit. This includes title, selecting columns, filters, and row height.




Refresh. This allows users to pull the most recent activity directly from the server.





Export. Export dashlet information to an Excel worksheet.






Delete. Remove a dashlet from the screen. Note: this delete is not permanent, click the Add Dashlets  button at the top right side of page to recreate or add any dashlet.

Accounts Menu

Accounts


  Account Type. T indicates the account has been created in Traffic. S indicates the account exists in *WO Sales* only and has not been created in *WO Traffic*.

 Show Deleted items when using search filters. For example, show AE's in a returned search list by clicking the icon. When the icon is blue, deleted items will display **Account Executive** .

 Click to drill down to Station, Advertiser or Agency detail page. Located inside Account details.

 Create New: Advertiser or Agency. Located inside Account details.













CRM Activities – Calls, Meetings and Tasks

 Edit details of item. Located on List screen to right of each record.

Opportunities Menu

Avails and Proposals







Search Screen

	New Opportunity		
	New Avail		Expired Avail
	New Proposal		Expired Proposal
	Final Negotiation		 Archived Avail
	Closed/Won:Submitted as Order		 Archived Proposal
	Closed/Lost		 Archived Order
	Error in Opportunity		





CRM – Sales Stages

	Sales Lead		Validation/Proof of Concept
	Negotiation/Sales Pending		Working Opportunity
	Discovery		

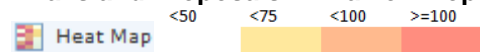
Avails and Proposals and CRM – Header

	Indicates a mandatory section or field.
	Denotes the section is complete.
	Indicates more information is needed to complete the section.
	Indicates edits and modifications must be completed in the Workspace: Rates and Ratings.
	Account exists in <i>WO Traffic</i> .
	Account exists in <i>WO Sales</i> .

Avails and Proposals - Add Inventory

	Program Inventory
	Time Period or Program Rotator
	Non-Broadcast Inventory
	All Program types

Avails and Proposals – Avail or Proposal tab



The Heatmap can be activated by clicking the Heat Map icon on the Spots toolbar. The heat map color codes cells based on inventory sell out, various colors indicating different levels.

Post Buy Analysis

Search Screen



Indicates Posted



Indicates Not Posted; an error in returning results occurred – no actual ratings located.

Inventory Menu

Programs

Search Screen



Indicates a Status of Published for selling.



Indicates a Status of Unpublished, thus not available for selling.



Indicates the Type is Program.



Indicates the Type is Rotator, Time Period or Program.

Program details



Filter access. For example, click to establish or edit details for a selected field. **Days/Times**



Close. Click to close the filter details window.

Non-Broadcast

Search Screen



Published for selling.



Unpublished for selling.

Program Schedule



Edit Program details. Requires appropriate security rights.



View Program details.

Rate Card

Search Screen



Published; active for use in Avails and Proposals.



Unpublished; not available for use in Avails and Proposals.



Archived; can be referenced or Published in future. For example, Olympic or Political rates.

Card Properties









Filter access. For example, click to establish or edit details for a selected field.



Close. Click to close the filter details window.

Pricing Worksheet






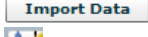

-  Published; Inventory/Program Status.
-  Unpublished; Inventory/Program Status.
-  Expand inventory line to view comparison data.
-  Collapse inventory line.
-  Edit Non-Broadcast, Rotator or Program details.
-  View Non-Broadcast, Rotator or Program details. N in symbol indicates Non-Broadcast, R=Rotator, P=Program

☒ **Show Heat Map** <50 <75 <100 >=100 The Heatmap can be activated by checking the Heat Map box on the Pricing Worksheet. The heat map color codes cells based on inventory sell out, various colors indicating different levels.

Research Menu

Ratings Management

Search Screen

-  New - Rating Book Status.
-  Published for Use.
-  Unpublished.
-  Archived.
-  Click to open a Rating Book.
-  Import Data – click to import a new rating book.
-  Reset sort to default column sorting.

Rating Book

Select Demos


☒ HH
☐ A18-34
☐ A25-49
☒ A25-54
☐ A35+
☐ M18-34
☐ M25-49
☐ M25-54
☐ M35+
☐ W18-34
☐ W25-49
☐ W25-54
☐ W35+

Favorites
 Adults
 Women
 Men
 Children/Teens
 Adults 2

Details
☒ Rating
☒ Share
☒ H/P
☐ 000
☐ Universe

All None
✕

- Demos can be selected inside a Rating Book or Overnight.

 indicates a demo group has at least one demographic represented on the screen.

☒ indicates a demographic or a demo detail has been selected to appear on screen.

Demo Precision

Rating

Share

H/P

000





Universe

Apply
Cancel



Demo Precision found in Manage Views pull down. Control decimal place settings for demo details.

Mapping Icons



-  Station assigned Program name **Auto-Mapped** to Nielsen program name.
-  **Manually** mapped programs.
-  **Error** in mapping.
-  **Confirmed** mapping.

Note: Icon color denotes mapping status – roll mouse over icon to view mapping status details in a tool tip format.

Red – potential error

Yellow – multiple mapping options available

Green – system is confident of accurate

-  Delete selected item(s).
-  Close the Rating Book to return to the Search Screen.



Overnights

Latest Available	▼
DMA GEN L7	
DMA GEN L3	
DMA GEN L	

Click to view latest available overnight.

Click the menu arrow to view all available overnights for date selected.