The order-to-cash process and key questions leaders should answer

1. **Order** is received by sales team; price is logged and credit extended as appropriate.

2. Product is **picked and packed; replenishment occurs.**

3. Order is **shipped and tracked.**

4. **Invoice** is sent.

5. **Payment** is tracked and collected. Revenue is billed.

6. **Receipts** processed, returns managed, as necessary, and **sales reporting** is updated.

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**How will you sell products and manage orders on a common platform?**

**How will you fulfill orders from different distribution models and avoid customer confusion?**

**How will you ensure that cash is collected in a timely manner and financial reporting is accurate?**

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