

# Best Practices

Sales Cycle: Getting and Converting Leads

[www.LogicBright.com](http://www.LogicBright.com)



## Lead Source



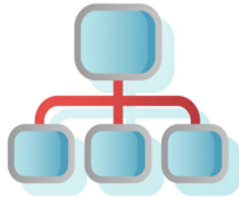
### Inbound Calls

- Yellow Pages
- Word of Mouth
- Advertising Efforts

## Method

### Hand Entry

- Enter leads by hand and assign to a salesperson for follow-up



### Website Traffic

- Advertising Referrals
- General Web Traffic

### Web Forms

- Use existing contact forms to gather key information and automatically import into CRM



### Lists and Data

- Purchased Lists
- Legacy Data

### Import Data

- Use import data wizard to import lists and data

## Work with Leads



### Qualify Leads

- Contact and gather Information about leads. Either convert to CONTACT and continue sales process *or* remove from CRM system.

# Best Practices

Sales Cycle: Working with Contacts/Accounts

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**\*Post-Sale:**

