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EMEA Direct Marketing

LGS/ LDS Lead Conversion Process

Last Modified: September 28, 2020
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Purpose

The purpose of this document is to outline the steps required to progress a new MQ or AQ lead from lead to opportunity so that the Inside Sales team can proceed with qualifying the lead. This document applies to AMR Commercial Operations.

Definitions and Acronyms

Term	Description
Lead	A person that has not yet been associated to an account or an opportunity
Contact	Someone who is associated with one of the salesforce accounts
Account	Business accounts storing company/organization information
Marketing Qualified Lead (MQL)	Lead originates from Online Forms (Contact Me or Request a Quote) or from Sales follow up at a trade seminar or trade show
Automation Qualified Lead (AQL)	Lead originating from lead scoring based on an algorithm which looks at lead's activity
Lead Conversion	Steps taken to convert a lead into an account, contact or opportunity
Prospect Account	A business entity that has shown interest in purchasing products or services from Illumina
Unverified Account Status	Status for a newly created Account at which Territory assignment has occurred but an ERP ID # is still required. At this point, only • Account Name • Contact Information • Address are required

Definitions and Acronyms

Role/Function	Responsibilities
Lead Generation Specialist **(LGS)**	• Accepts leads within 1 business day • Creates an opportunity or recycles within 15 days • Responsible for converting a Lead into a Contact, Account and Opportunity
Inside Sales Rep **(ISR)**	• Qualifies the lead • Determines if Opportunity is progressed or becomes no opportunity • If Opportunity cannot be progressed, will updated opportunity stage to Closed Abandon

Sales Analyst **(SA)**	• Monitors new account creations • Notified Data Steward team to update Prospect Status to Rejected on a monthly basis
Data Steward **(DS)**	• If an opportunity, updates Prospect status from Unverified to Active Prospect • If no opportunity, updates Prospect status from Unverified to Rejected

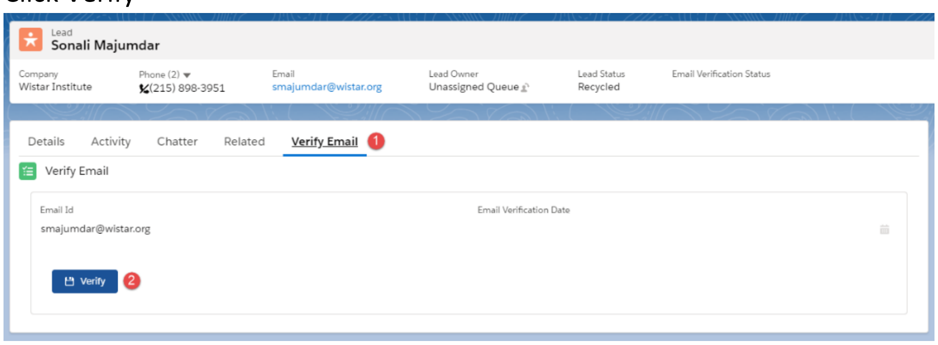
Lead Conversion

Once the AQ or MQ lead has met the conversion criteria, the LGS team will convert the Lead by:

- Creating a new prospect Account or mapping to an existing Account
- Creating a new Contact, and
- Creating a new Opportunity

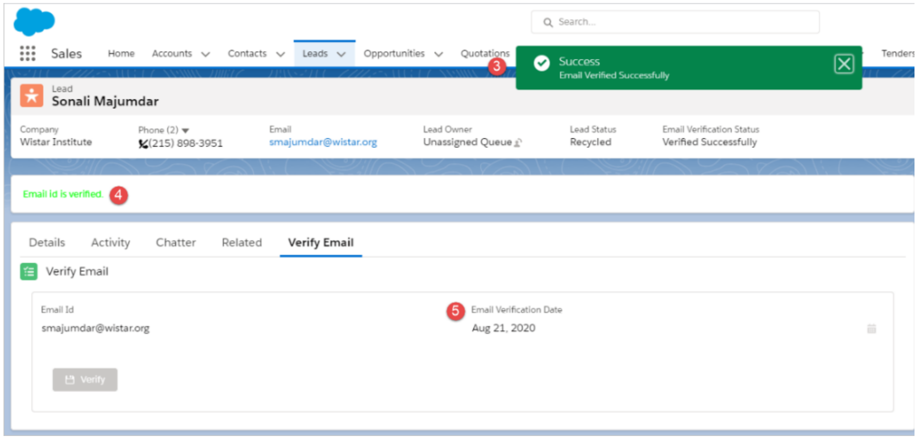
1) LGS searches SFDC for a current Account. When searching, search SFDC using:
    - Customer's legal name
    - Acronyms
    - Website URL

2) Before converting a lead to a contact, the lead's email address must be verified.
    a. Click on the Verify Email tab on the Lead record
    b. Click Verify

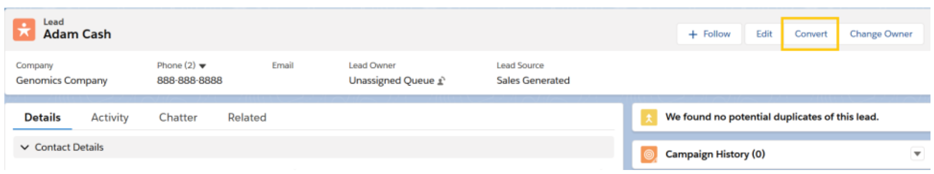


If the verification is successful:

c. You'll receive a Success message at the top of the screen
d. "Email ID is verified" will appear on the lead record
e. Email verification date will be applied

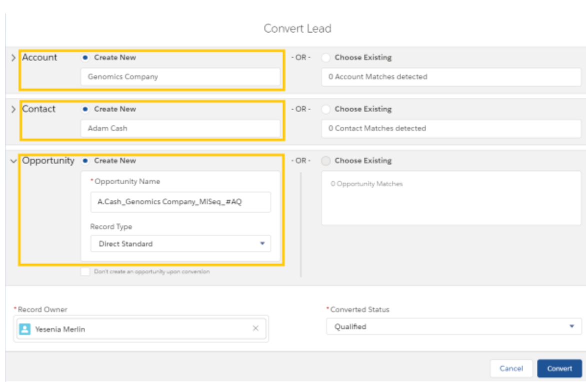


3) Once SFDC has been searched, LGS converts Lead record into a Contact record, Account and Opportunity by clicking on Convert on the Lead Record

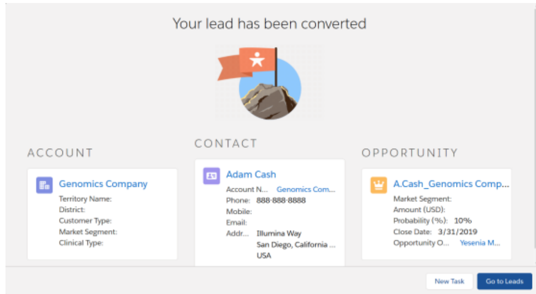


4) On Convert Pop Up Box, LGS enters New Account information or associates lead to an existing account
   - Create new Contact
   - Create new Opportunity
   - Opportunity Naming Convention: *Contact_Institution_Product_#LeadType*

Note: When converting the lead, convert the record along with a new opportunity to create an opportunity record



Note: Select "Don't create an opportunity upon conversion" if you are not creating an opportunity at the time. Defaults to creating an opp



5) Duplication Rules and System Flags
   - Upon saving the record, if the system displays potential duplicate accounts and contacts, you should review each one carefully to see if it can be used for lead conversion
   - The uniqueness of an account and contact record is made up of the name and address
   - If you are unsure if a new account should be created, reach out to the AMR Sales Ops team for assistance

6) Once lead has been converted, LGS will update the following on the opportunity record:
   - Opportunity Owner to appropriate ISR based on Territory Coverage
   - Product Interest (*High Level Interest of customer*)

7) Confirm the following on the opportunity record:
   - Opportunity Record Type is Direct Standard
   - Opportunity Type is Standard Sale

ISR Review New Opportunity

The opportunity owner (ISR) reviews newly assigned AQ and MQ leads through the Create Stage Dashboard in Tableau within 24 hours

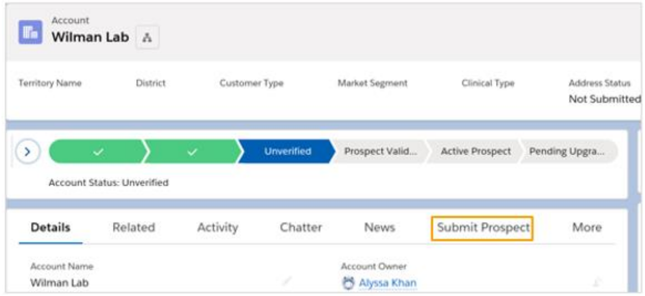
Opportunity is a Valid Opportunity

Once contact has been made with the new lead, the ISR will update the Create Stage opportunity with all Create stage criteria and Opportunity Market Segment.

ISR will also review and update the Unverified Prospect Account Record and verify/ update:

- Address
- Contact Information
- Segmentation Details

Once Account record has been updated, Submit Prospect for ERP ID assignment. Refer to Creating an Account QRG if you need further assistance.



Opportunity is a no Opportunity

If the new lead is no opportunity, ISR will Close Opportunity,

An opportunity is marked as Closed Abandoned when it cannot be progressed any further due to a customer decision to "do nothing". One of the following reasons must be selected to mark opportunity as Closed Abandoned:

- No Budget
- No Decision
- No Timeline
- No Sponsor
- Needs Changed
- Duplicate

Removing No Opportunity Prospect Accounts

Sales Ops will review all new Prospect account records on a monthly basis. If the opportunity has been Closed Abandoned by the ISR, Sales Ops will work with the data steward team to update the account status to Rejected.

Release History

Version	Date	Originator	Description of Change
1	03/04/2019	Y. Merlin	Initial Release
2	09/10/2020	C. Lee	Update to format and addition of Lead Email Verification step
3	09/28/2020	A. Sturgis	Updated to align with AMR QRG Template