**Task 2: Handling Edge Cases**

**1. Handling Incomplete Data**

* **Solution**: Incomplete leads (missing key information like Company Size or Urgency of Need) will trigger a follow-up action:
  + Use **Zapier Filters** to check for incomplete submissions. If critical fields are missing, the Zap will add the lead to a **separate Google Sheets spreadsheet** for follow-up. A team member can manually review and complete the data.

**2. Ensuring High-Value Leads Are Properly Managed**

* **Solution**: High-value leads can sometimes slip through cracks if their data is incomplete or not flagged properly. To ensure these leads are prioritized:
  + **Enhance Lead Scoring**: Make sure critical fields (like Urgency and Budget) are weighted more heavily, so even a missing field doesn’t prevent a high-value lead from getting attention.
  + **Urgency Follow-Up**: Add an additional Zap to **send urgent reminders** via Google Calendar for high-value leads.

**3. Accommodating Different Time Zones**

* **Solution**: Time zone differences can cause delays or confusion in follow-ups:
  + **Zapier Date Formatter**: Use the **Formatter** to extract the lead’s submission time and automatically adjust it based on the lead's time zone. You can then schedule follow-up reminders via **Google Calendar** to ensure follow-up actions happen at an appropriate time.

**Updated Zapier Screenshot for Task 2:**

* A screenshot showing the changes to filter incomplete leads, flagging high-value leads, and adjusting for time zones.

**Explanation:**

By adding conditional checks and follow-up reminders, this workflow ensures that TechNova doesn’t miss important leads due to incomplete data, time zone issues, or overlooked high-value prospects.