**Task 3: Scaling and Advanced Implementation**

**1. Distribute Leads Among Sales Reps**

* **Solution**: To distribute leads evenly among sales reps:
  + **Zapier Round-Robin Assignment**: Use a **Google Sheets column** to assign leads to different sales reps. You can set up a rotating assignment process using **Zapier’s Paths** or by cycling through a list of sales reps stored in a Google Sheet.
  + As new leads are added to the main lead sheet, the Zap will automatically assign them to the next available sales rep.

**2. Use Zapier’s Formatter for Text Analysis**

* **Solution**: For the “Comments” field in the lead form, use **Zapier’s Formatter** to extract relevant keywords (e.g., product names, needs, pain points) for categorization.
  + Set up a filter to trigger based on specific keywords (like “CRM”, “integration”, “AI”).
  + Tag leads in **Google Sheets** based on the extracted keywords, and assign them to the appropriate category or sales rep.

**3. Simple Lead Follow-Up System Using Google Calendar**

* **Solution**: Schedule follow-up reminders for the sales team:
  + Use **Google Calendar** to create an event or task for each lead with a follow-up date (based on urgency).
  + Use **Zapier’s Date Formatter** to set the reminder for follow-up based on the urgency field (e.g., "Immediate" = next day, "Short-term" = 1 week).

**Final Zapier Screenshot for Task 3:**

* A screenshot of the complete workflow showing lead assignment, keyword extraction, and follow-up scheduling.

**Explanation:**

By introducing round-robin lead assignment, text analysis for categorization, and follow-up reminders, the workflow ensures scalability for a growing sales team and allows for more personalized and efficient lead management.