**Leads**

Leads are people and companies that you’ve identified as potential customers. You find leads in a number of ways. Many of your leads can be referred to you by other happy customers. You can also gather leads when customers contact you on your website, stop by your booth at a conference, or through information exchanges with partner companies. In Salesforce, information about leads is stored in Lead records.

Not all companies use leads. Some companies work their entire pipeline as opportunities, segmenting deals into unqualified and qualified groupings. But there are some big advantages to using leads. You can better track, report on, and target marketing campaigns to prospective customers. Leads can help you concentrate on the potential deals most likely to close. If your company has separate sales teams for prospective customers and existing customers, using leads helps everyone work more efficiently.

You can also add leads by importing a file into Salesforce or through an automatic process, such as a Web-to-Lead form that collects leads from your business website.

Some companies assign leads automatically, such as by assigning leads to owners based on the lead’s geographical location. Other companies initially assign all new leads to a queue. Your Salesforce administrator will set up a lead assignment process that works for your company.

## Dive Into the Lead Record

As you work to qualify your leads, the lead’s record serves as your workspace. Use the workspace to track interactions with leads, check campaign history, and plan future activities.

* If the lead is involved in any marketing campaigns, they are listed in the **Campaign History** for the lead.
* Review the lead’s **Details** tab to find and update information about the lead.
* Use the lead’s **Activity** tab to log your calls and emails to help you remember what you talked about and how the lead responded. Plan for the future by creating **Tasks** or **Events**.
* Use the lead’s **News** tab to check the latest news for the lead’s industry. Sign in with your Twitter account to find and follow the lead’s Twitter feed.
* Connect with your coworkers to ask questions, seek advice, or provide information on the lead’s **Chatter** tab. The Chatter feed for the record also shows when you create activities.

The lead’s status is an important indicator that helps you track where each lead is in your sales process. The traditional way to update a lead’s status is to click **Edit** while viewing the lead’s record, change the **Lead Status**, and click **Save**. We cover a couple other ways to do it in the next unit.

## Convert Leads to Opportunities, Accounts, and Contacts

Qualifying a lead indicates that you believe the lead has a use for and interest in your products, and that a sale is a definite possibility. Some businesses choose to qualify leads more quickly than others. The exact criteria for qualifying and converting leads are part of your company’s unique business process.

When you qualify a lead, you can convert the lead record into an opportunity. You then work your opportunity until you close the deal either by completing it or canceling it.

When you convert a lead, Salesforce uses the information stored in the lead record to create a business account, a contact, and an opportunity. If you’ve enabled person accounts and the lead record didn’t include a company name, the lead is converted into a person account and an opportunity.

## Opportunities

Opportunities are deals in progress. In Salesforce, you can create opportunities for existing accounts or by converting a qualified lead.

**Opportunity Stages**

If you’ve worked in sales, you know that deals usually progress from tentative to firm before they’re finalized. As a deal progresses, you grow more confident of making the sale. In Salesforce, an opportunity moves through a series of stages linked to the types of tasks being performed, and the likelihood of completing the sale.

The stages you usually go through can look like this.

* Prospecting
* Proposal/Price Quote
* Negotiation/Review
* Closed/Won
* Closed/Lost

## Contact Roles on Opportunities

Contact roles on opportunities tell you which contacts you’re dealing with and how each contact is related to the opportunity. You can also use contact roles to link contacts from other accounts to the opportunity.

## Sell as a Team

It often takes a team to close a deal. If your Salesforce admin has enabled team selling, adding an opportunity team helps team members work together and track the opportunity’s progress.

Opportunity teams are a bit like account teams. Both let you relate particular people at your company to accounts or opportunities. But, whereas account team members can be expected to form a long-term relationship with a customer, an opportunity team is a temporary group. It’s composed of people who can help you close a deal. Opportunity team members have special visibility into an opportunity, such as related Chatter posts.

If you often work with the same coworkers on your opportunities, create a default opportunity team and automatically add that team to all new opportunities. Default opportunity teams make it easy to set up sales teams for your opportunities.

If you’ve set up a default account team, you can add it to an opportunity instead of an opportunity team.

## Split Credit for an Opportunity

Your Salesforce admin can enable opportunity splits to give opportunity team members incentive to complete a deal by letting the opportunity owner share credit.

If you’re the opportunity owner or above the owner in the role hierarchy, you can add and adjust splits on an opportunity.

There are two kinds of splits. Revenue splits are for crediting team members who are directly responsible for the revenue on an opportunity. Revenue splits always total 100% of the opportunity amount.

An overlay split gives you a way to credit supporting team members. It can total any percentage of the opportunity amount, including a percentage over 100%

## Track a Deal with Path

Path is a simple tool with some powerful features. You may have already noticed it on lead and opportunity records

Path shows you at a glance where the record is in your sales process. It’s a quick indicator that helps you visualize where you are and where you’re going.

**Key Fields** highlight the information you need the most when you open a record, so you don’t have to switch tabs or scroll around to find critical data.

If you’re new to your job or the company, Guidance for Success (provided at each step on a Path) can help you come up to speed quickly and make sure you don’t miss any critical activities.

Use the Path to update the record’s status by clicking **Mark Status as Complete** to move the record to the next step on the path. It’s easy to select a different status if your deal loses steam and you need to retreat back to a previous status, or moves so fast you need to skip ahead. Click the step on the path you’re moving to, then click **Mark Current Status**.

## Manage Records in the Kanban View

The Kanban view is a visual summary of the records in a list view. It gives you a big picture view of all your work and lets you easily sort, summarize, filter, and move your opportunities along your pipeline. You can use the Kanban view as a workspace.