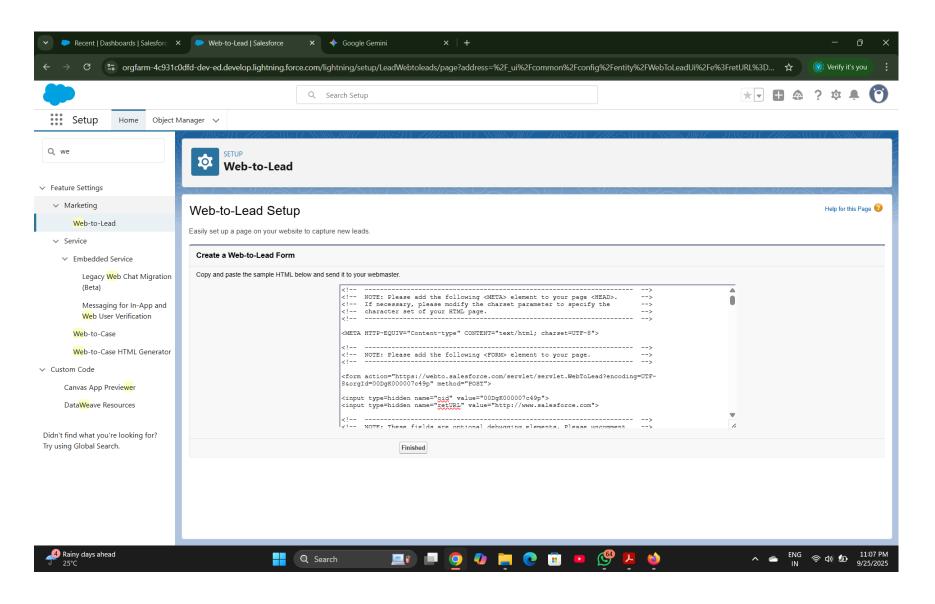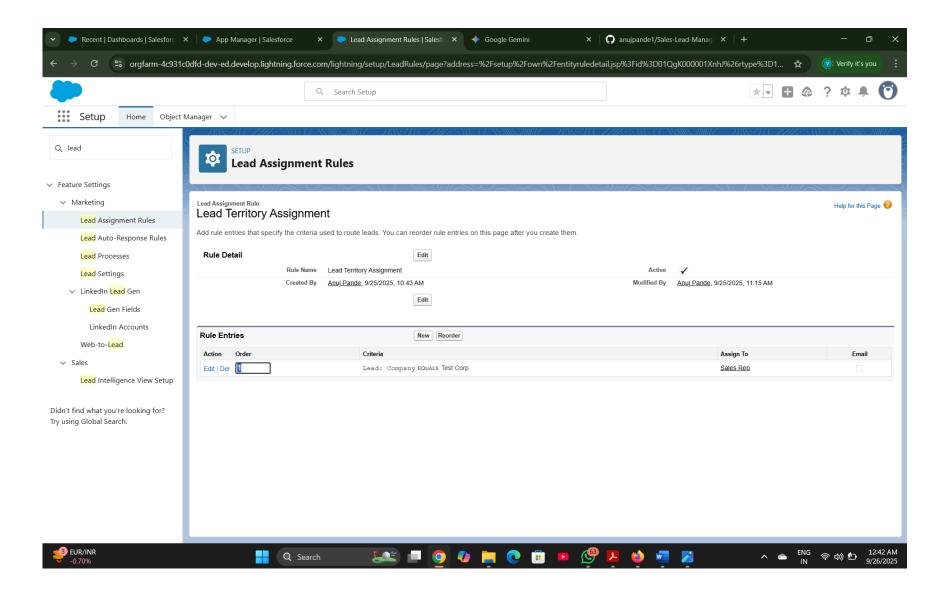## Phase 4: Process Automation (Admin).

In this phase, we will make the system work for us. Our first goal is to automatically capture leads from a website form using a standard feature called Web-to-Lead. This will generate an HTML form you can use to create leads directly in Salesforce from any website.

Creating a **Lead Assignment Rule**. This rule will automatically change the owner of a new lead if it meets certain criteria. For our test, we'll assign any lead from a company named "Test Corp" to our Sales Rep user.

Create an Assignment Flow

We will create a flow that triggers when a web lead is created, checks the company name, and assigns it to the Sales Rep.