

Phase 5: Development / Customization

Goal :

To automate repetitive tasks and approvals in the Lead Management System, improving efficiency and reducing manual work for sales agents and managers.

- **The Lead Management System** is implemented entirely using **Salesforce's declarative tools**:
 - **Standard & Custom Objects**
 - **Validation Rules**
 - **Flows (Automation)**
 - **Page Layouts & Record Types**
 - **Reports & Dashboards**
- **No Apex code, Visualforce, or Lightning Components** were required for this project