The lead scoring system is based on four key factors: **Company Size**, **Annual Budget for SaaS Solutions**, **Industry**, and **Urgency of Need**. Each factor is assigned points, with larger companies, higher budgets, relevant industries (like Technology), and urgent needs receiving higher scores. The total score determines the lead’s categorization: **Hot Leads** (score > 70) are prioritized and added to a Google Sheet, while **Nurture Leads** (score ≤ 70) are stored in a separate sheet for future follow-up. The workflow starts when a potential lead submits a form, triggering a Zap in Zapier to calculate the score. Based on the score, the lead is either sent a welcome email if it's a high-scoring lead or stored for nurturing if it’s a low-scoring lead. This automated system streamlines the process, ensuring leads are effectively categorized and managed for optimal engagement.

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To address the edge cases in TechNova's lead management process, I have implemented solutions that ensure all leads are properly categorized and handled. For incomplete information, a filter in Zapier checks for missing fields such as **Company Size**, **Annual Budget**, and **Urgency**, and routes incomplete leads to a separate **"Incomplete Leads"** sheet for manual follow-up. To prevent high-value leads from slipping through, I used a filter to prioritize leads with high budgets or urgent needs, routing them to a **"VIP Leads"** sheet and sending an immediate follow-up email. For handling leads across different time zones, I integrated IP Geolocation via Zapier to capture the lead's time zone based on their IP address. Using this, I calculated the time difference and used a delay action to schedule email follow-ups at appropriate times during their local business hours, ensuring no leads are contacted outside of working hours. This ensures that TechNova's leads are properly nurtured, prioritized, and engaged with in an efficient and timely manner.

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To automate the distribution of leads among sales reps, we first set up a **Google Sheet** with columns for lead details and an "Assigned Sales Rep" column. We create a second sheet to list the sales reps. When a new lead is submitted via **Google Forms** or **Google Sheets**, **Zapier** triggers the process. We use a **Formatter by Zapier** action to calculate the modulo of the lead's row number to assign it evenly to a sales rep (e.g., row 1 to rep 1, row 2 to rep 2, etc.). After determining the appropriate sales rep, **Zapier** updates the **Assigned Sales Rep** column in Google Sheets. Additionally, we set up a **Google Calendar** event for each lead based on urgency, scheduling reminders for follow-up actions. This system ensures leads are evenly distributed and reminders are set for timely follow-ups.

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