



Module 5: Sales and Marketing Applications Assignment - 1

Tasks To Be Performed:

- A. Create an auto-response rule created for the fresh leads coming into the organization.
- B. Apply lead scoring to the prospects (or potential customer) for optimizing the input leads to generate more revenue by following the customer who is likely to get converted into sales.
- C. Create assignment rules for assigning leads of various categories to different sales executives according to the product type.
- D. Add leads to Campaign in Salesforce through Campaign Member object.