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[Sales Flow - From Lead to Opportunity to Quote \(sales-flow-from-lead-to-opportunity-to-quote\)](http://www.vtiger.com/docs/sales-flow-from-lead-to-opportunity-to-quote)

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Sales Flow - From Lead to Opportunity to Quote

Lead

A Lead is someone who might have interest in your product or service or might not even have interest. **Lead Status** in Vtiger helps identify the level of interest a Lead has shown. Leads are generated from Content Marketing, Webinars, Tradeshows, Advertising, and other Marketing campaigns.

Leads are nurtured via webinars, email campaigns, monthly news letters, telemarketing. When a Lead shows deeper interest in your product and has a budget, Lead is converted to an Opportunity and transferred to Sales team. We'll cover more on Lead conversion a bit later.

If your prospects are already qualified, you can directly create an Opportunity and skip Lead creation. For example, if a person calls your office and requests a quote, you would directly create an Opportunity instead of a Lead.

Opportunity

Opportunity represents a sales opportunity. An Opportunity is created after a Lead is qualified. **Sales Stage** field in the Opportunity is used to identify the progress of the Sale towards completion. **Amount** and **Expected Close Date** fields in an Opportunity drive the Sales Pipeline reports.

Opportunity is linked to a Contact if the customer is an individual (B2C), or to an Organization and Contact if the customer is a Business (B2B).

Organization

Organization represents a company / institution / organization that you are doing business with . Information pertaining to the Persons working for this Organization is stored in Contact records.



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information, Contact record can capture additional information that is relevant for your business.

