Saleforce Lead Management Process

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           │   2.1 LEAD CAPTURE      │
           │   (Data collection)     │
           │   - Sales Executive     │
           │                         │
           │   - 1 Hour              │
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2.1 LEAD CAPTURE
(Data collection)
- Sales Executive

- 1 Hour

2.2 LEAD TRACKING
(Follow up calls, Assessments)
- Sales Executive

- 14 Days

2.3 LEAD QUALIFICATION
(Vetting stage)
- Sales Executive

- 1 Day

2.3 LEAD NURTURING
(After Sales service, Customer intimacy calls, Customer satisfaction survey)
- Sales Executive
- CSC

- Recurring

2.4. CONVERSION TO PROSPECT

- Sales Executive

- 5 working days