

# What is a lead?

A Lead is an unqualified Contact ( a person ) that is usually generated from some form of marketing or marketing related event like a networking event, trade show, social or meeting. Leads can also be generated by advertising or downloading white papers. For example a Lead could be a person that has filled out a form on the Matican Group website or someone that you met at a trade show and you are not sure yet if they have buying authority. Once a Lead is qualified and converted then it can be split into three parts; a Contact once you have established 'Who' it is, an Account when you know 'Where' they work and an Opportunity once it is known 'What' they might buy.

Leads are often captured quickly and entered into the system for later follow-up.

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