

Honeywell Partner Marketing Lead Definitions

A – Hot Lead

Leads with a project, a budget and a timeline. Occasionally a lead may come thru that requests a sales rep to contact and may not have a budget and projects.

B – Warm Lead

Leads with a project, may or may not have a budget or defined time line.

C – Mild Lead

Leads with revenue potential in the future. Lead nurtured and call center to promote them to A and B leads

D – Cold Lead

Individuals who have downloaded a whitepaper or visited a tradeshow but with no other information. To be nurtured until they act again and give us more information to promote them to an A or B lead.