

## **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.