



Intermec Partner Marketing Lead Definitions

A – Hot Lead

Leads with a project, budget and a timeline. Or a prospect requests a sales rep to contact them for more information and may not have specific budget or timeline.

B – Warm Lead

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

C – Mild Lead

Leads with revenue potential in the future. They are interested in receiving information and communication in the next 30 to 90 days. Lead nurture and call center to promote them to A and B leads

D – Prospect Lead

Email click-through, individuals who have downloaded a whitepaper or visited a tradeshow. Limited information may be available. Prospects should be nurtured until they act again and provide more information to be converted to an A or B lead.