Follow a lead from creation through closure

You can use leads to manage potential sales from the point at which you become aware of a customer's interest through the successful sale. Lead records in Microsoft Dynamics CRM represent potential customers who must be qualified or disqualified as a sales opportunity.

There are several ways that you can create a lead in Microsoft Dynamics CRM:

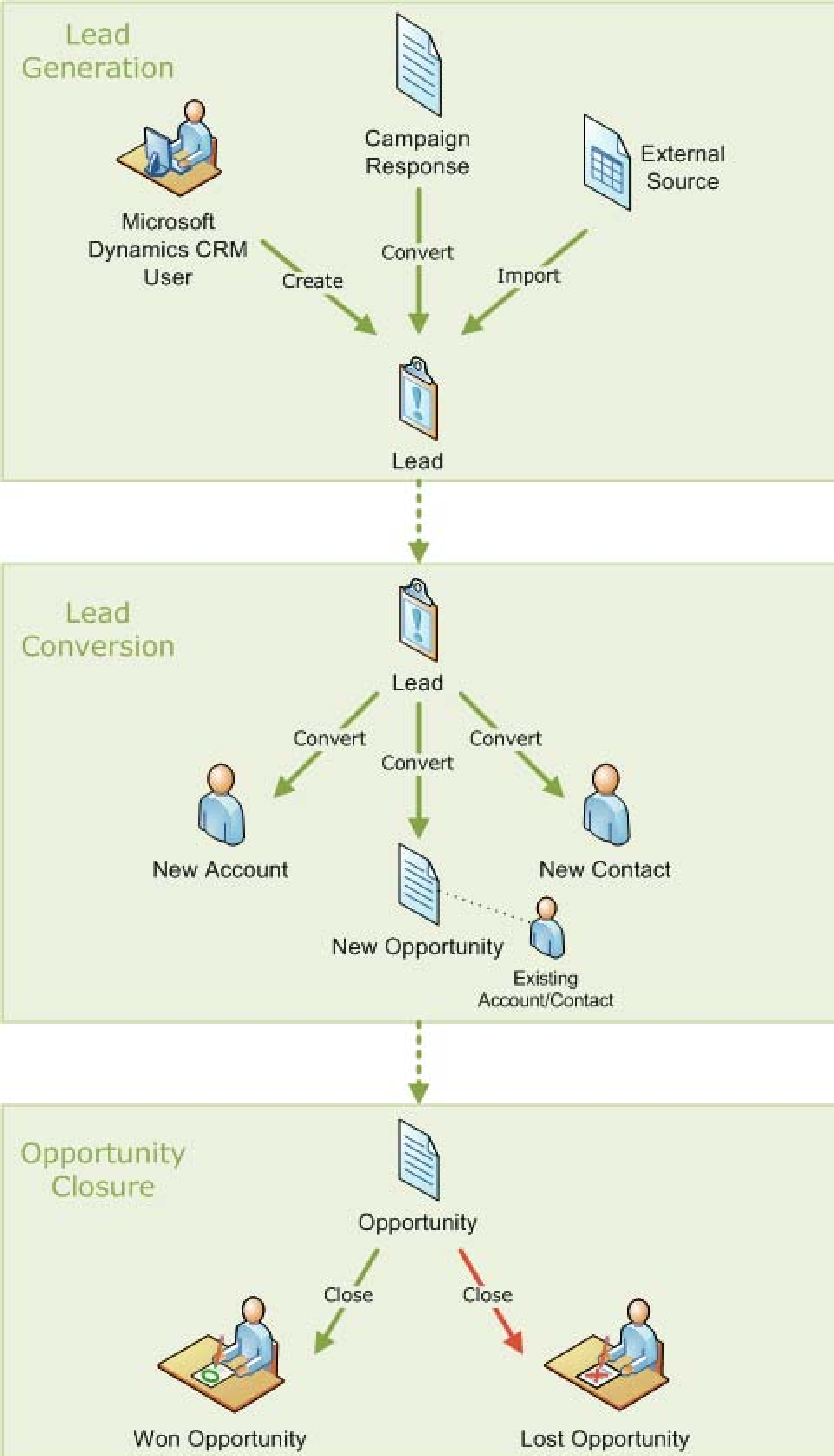
- Create the lead manually.
- Convert a campaign response into a lead. (For more information, see Follow a campaign response through the marketing process.)
- Import leads into Microsoft Dynamics CRM from an external file.

After you create the lead, you can convert it into the following three record types:

- Account
- Contact
- Opportunity (associated with an existing account or contact)

If you convert the lead to an account or contact, you can include additional, detailed information about the person. If you convert the lead to an opportunity, you can use the opportunity record to store information about this possible sale to a specific potential customer who already has an account or contact record in Microsoft Dynamics CRM. Depending on the success of the sale later, you can then close the opportunity as either won or lost. The following figure is of the **Convert Lead** dialog box that you can use to convert your leads.

The following diagram illustrates how you can create leads several different ways, convert the lead to several different record types, and then shows one method of closure through an opportunity.


Lead
Generation
Campaign
Response
External
Source
Microsoft
Dynamics CRM
User
Create
Convert
Import
Lead
Lead
Conversion
Lead
Convert
Convert
Convert
New Account
New Contact
New Opportunity
Existing
Account/Contact
Opportunity
Closure
Opportunity
Close
Close
Won Opportunity
Lost Opportunity