FUNDED LEADS

Going forward, any funded leads that do not convert to a client within 30 days of creation will be reassigned to the local sales teams for follow-up. As of this afternoon (August 20), nearly 2,000 leads have been sent back to the markets (note: this will exclude any leads already tagged as invalid / unqualified).

Leads have been put in the Market's Queue; Sales leaders are responsible for checking the lead queue to redistribute these funded leads to thier reps for follow-up.

LEAD SOURCES

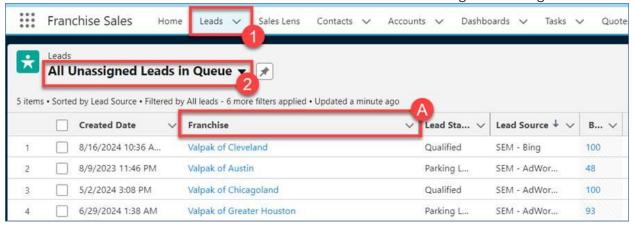
These funded leads came in via Valpak or Clipper-funded lead channels which include the following:

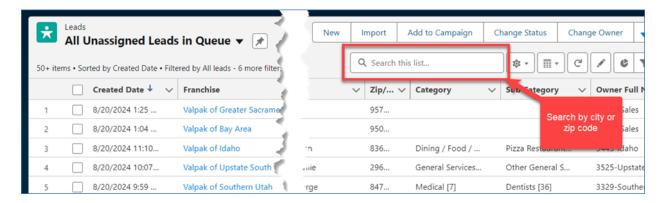
- SEM Campaigns
- Lead generation inserts (inside the Blue Envelope)
- Call tracking tagline on the Blue Envelope
- Organic website leads

If the Franchise Name says, "Clipper of _____", the lead initially requested info on Clipper products. If it says, "Valpak of _____", the lead requested Valpak product info.

STEPS FOR MANAGERS TO ACCESS THE MARKET QUEUES

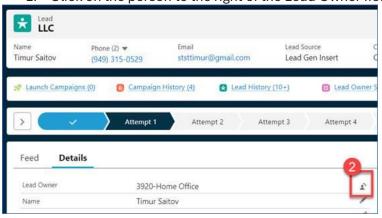
- 1. Click on the Leads Tab
- 2. In the lead list dropdown, search for All Unassigned Leads in the Queue (or bookmark this link: https://valpak.lightning.force.com/lightning/o/Lead/list?filterName=All_Open_Leads_in_Queue
- 3. Note: You will see all owned markets in this lead; to reduce the list to your area, do one of the following to filter:
 - a. Click on the column header "Franchise" to sort ascending/descending





STEPS FOR MANAGERS TO REASSIGN:

- 1. Open the lead by clicking on the Company Name or Name
- 2. Click on the person to the right of the Lead Owner field



- 3. Search for the rep you want to reassign to
- 4. Check the box to "Send Notificaiton Email" to the new user
- 5. Click Change Owner

