



Lead Classification & Distribution Process

		Source	Distribution Process
Lead Classification	Cold (soft) Leads	Lead lists from magazines and other advertising. Leads do not directly request to be contacted but indicate interest in Dorner products or conveyors.	Entered into lead nurturing campaigns. Not assigned or distributed to a Dorner Regional Manager or Distributor.
	Warm Leads	Leads that successfully passed through our lead nurturing campaigns and indicated further interest in Dorner or conveyor products. No specific application identified.	After finishing the nurturing campaign, leads are pushed to Interlynx and assigned to a Dorner Regional Manager or Distributor.
	Hot Leads	Website Form Fills, D-Tools RFQ's, Phone Calls. Customer has an application or project.	Pushed directly to Interlynx. Assigned to a Dorner Regional Manager or Distributor.

For clarification or questions regarding leads, please contact the Dorner Marketing Team at info@dorner.com

Dorner

P.O. Box 20 • 975 Cottonwood Ave. • Hartland, WI 53029-0020 U.S.A.

PH: (262) 367-7600 • (800) 397-8664 • FX: (262) 367-3243 • www.dorner.com • info@dorner.com