



Lead Management in Sugar 7: A comprehensive guide to using leads in SugarCRM

Josh Sweeney, Briana Gross

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The goal of this book is to help you better understand the various ways to work with leads within SugarCRM. The leads section of any CRM system can be confusing. Users that are new to CRM generally find a lack of definition around what qualifies as a lead. Why can't we just use Contacts? The differences may be subtle, but the impact on the organization of your marketing campaigns and sales teams is significant.

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