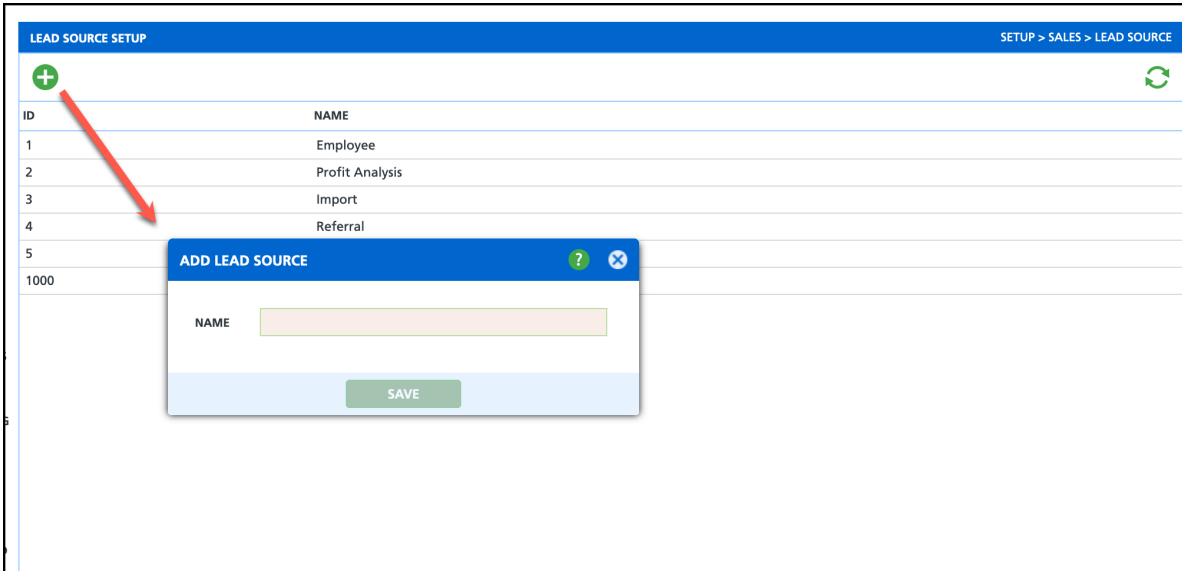# Lead Source

Last Modified on 08/09/2023 3:10 pm EDT

Pathway: *Setup > Sales > Lead Source*

The Lead Source Setup screen includes a pre-populated list of lead sources that are used to identify how a lead originated when it is created for a potential sale. Additionally, this screen offers the flexibility to manually add extra lead sources whenever necessary.

Permission Required

To view and edit the Lead Source Setup screen, users must have permission **26: Setup \ Sales**

Locations of Use

Lead Source is a drop down selection field located on the Add Lead screen. The identification of a lead source offers valuable insights into the effectiveness of various marketing and sales strategies.

Add Lead

Pathway: *Load Account > (select) Green + icon (Customer Service Screen) > Lead*

Related Article: Add a Lead

Leads Analysis

Pathway: *Sales > Leads Analysis*

Related Article: Leads Analysis