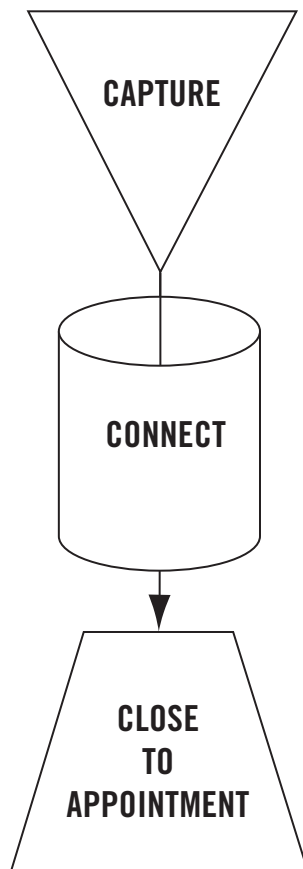


### THE LEAD CONVERSION PROCESS



**FIGURE 19** Getting appointments is the goal of your lead generation efforts. The capture, connect, and close process is a simple, reliable path to achieving consistent conversion.