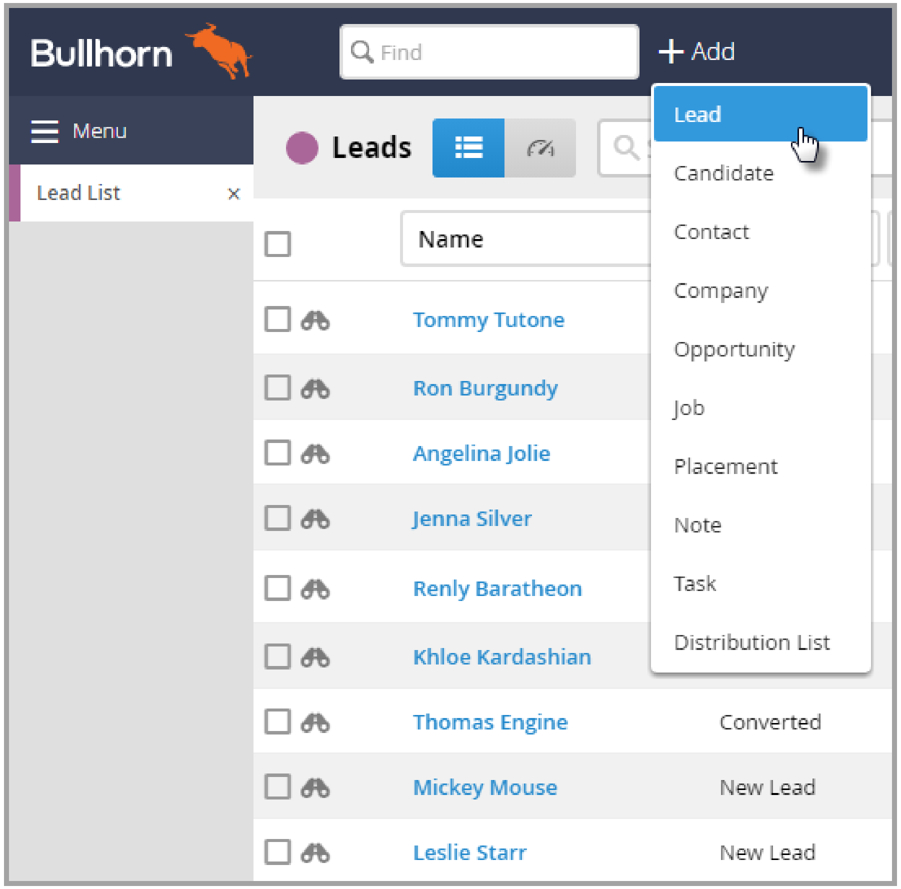
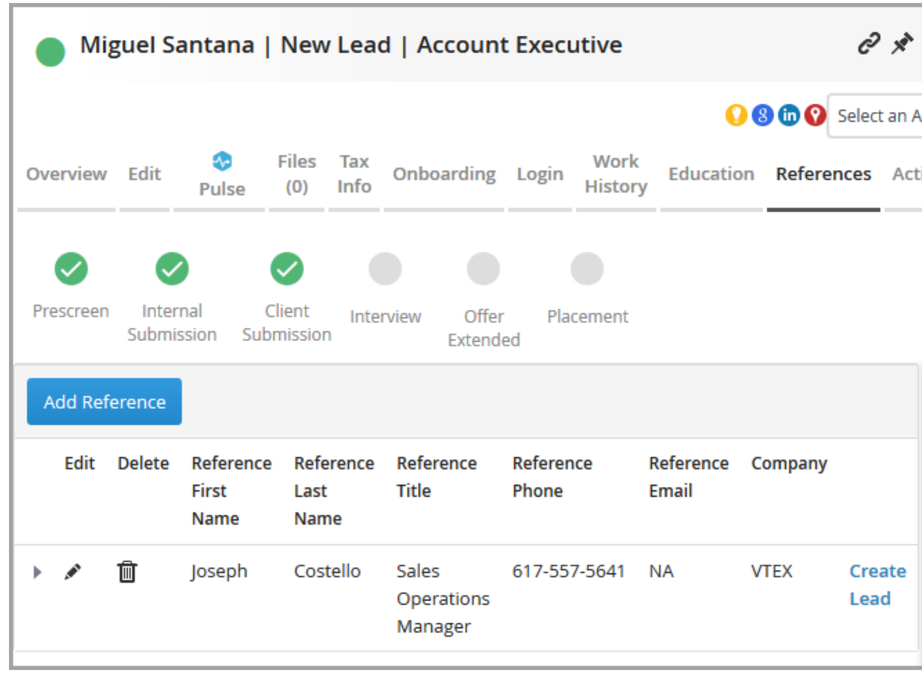
A lead is usually a person (but could be an entire company) who is a potential contact; someone you are trying to establish a relationship with. You do not yet know if you will be conducting business with them, and may not even have their phone number or email address yet, but you want some record of their existence in the application to follow up on.





- If the lead is or works at a company that does not yet have a record in Bullhorn, you should enter the company name into the **New Company** field. Once you convert this lead, you will have the ability to add the company record.
- If the lead is a person and works at a company that already exists in your database, link that company from the **Linked Company** picker. Note that linking a company does not auto-populate the lead's address.
- If you want to assign this lead to a colleague, enter their name into the **Assigned To** field; they'll then see this lead on their lead list.
- Unless you are retroactively adding this lead after you've already qualified them as a contact/company, leave the Status as New Lead. When you move to the qualifying stage, you should go back and change the lead's status to **Qualifying**.