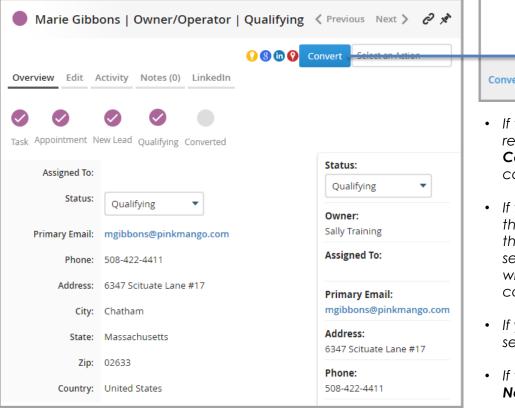
Once your lead has been qualified as a business prospect, you should convert it into a contact and, if necessary, a company. If this lead/contact has a potential job to fill, you should also create an opportunity. You can create all of these records in one streamlined workflow; information from the lead record is carried over to the converted records. Leads can also become candidates if it turns out they are actively seeking employment.



## 

- If the lead is associated with a company that already has a record in Bullhorn, select the Associate with Existing Company radio button and then select the name of the company from the drop-down.
- If the lead already has a contact record in Bullhorn, select the **Associate with Existing Contact** radio button and select the name of the contact from the drop-down (**NOTE**: If you selected an existing company in Step 2, then this drop-down will only show the names of contacts associated with that company).
- If you also want to create an associated opportunity record, select the **Create new Opportunity** check box.
- If the lead is looking for employment, select the **Convert to a New Candidate** link.



## Quick Reference Guide: Converting a Lead Record