Contact records store information about the people with whom you conduct business and company records store information about the places your contacts work for. In that regard, company records are most often associated with at least one contact record, though some will likely have several. Conversely, contact records can only be associated with one company.

Adding a New Company

You identify a company's current status by selecting a value from the Status drop-down on the record. By default, Bullhorn provides the following status values:

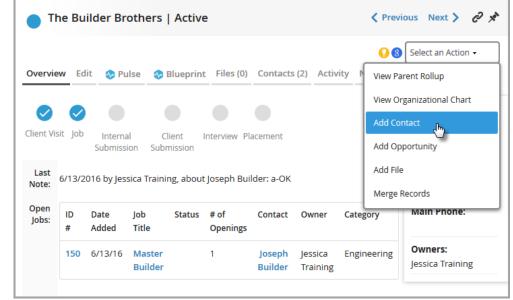**Unqualified** – Status of a company when no one has reached out to them yet.
Qualified Lead – Status of a company when pain points and the decision maker have been identified.
Proposal – Status of a company after the SOW has been sent.
Negotiation – Status of a company when you are in the process of discussing business.
Active Account – Status of a company when it is a current client.
Passive Account – Status of a company after a lost opportunity.
DNC – Status of a company when it is on a "Do Not Call" list.
Archive – Status of a company when it is no longer active. Archiving the record prevents it from displaying in searches and Fast Find.

Adding a Contact to an Existing Company

You identify a contact's current status by selecting a value from the Status drop-down on the record. By default, Bullhorn provides the following values:

New Lead – Default status for a brand new contact.
Active – Status of a contact that is actively working with candidates in the hiring process.
Passive – Status of a contact when you've lost an opportunity to work with them.
DNC – Status of a contact when he/she is on a "Do Not Call" list.
Left Company – Status of a contact when they've left the associated company.
Archive – Status of a contact when it is no longer active (e.g., has retired or changed industries). Archiving the record prevents it from displaying in searches and Fast Find.

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