



Qualified Lead Definition Policy

A qualified lead means an enquiry, contact or opportunity that matches the Client's agreed trade, service area and work type, and includes available contact details and basic project information. A qualified lead does not guarantee that the Client will win the work.

A lead may be considered qualified where it includes, where reasonably available:

A relevant contact name, company name or project contact.

An email address, telephone number, website, social page or other contact route.

A summary of the apparent requirement or opportunity.

An indication that the opportunity is relevant to the Client's agreed trade, sector, location or target customer type.

Any available notes on project type, urgency, area, requested service or next step.

A lead is not guaranteed to include all details, budgets, drawings, confirmed appointment dates, confirmed purchase intent, award probability or exclusive access unless expressly agreed in writing.

3.1 Client responsibilities for leads

Contact leads promptly.

Use professional pricing, follow-up and sales processes.

Check the opportunity is commercially suitable before committing resources.

Keep Trade Leads UK informed of invalid details or significant disputes quickly.

Accept that customers may change their mind, delay projects, choose another supplier, cancel work or fail to respond.