

## Finding a warm route into a Lead

DataHug allows us to check what relationships already exist across your list of open leads. We can instantly see any pre-existing connections, get additional insight and possibly arrange a warm introduction to help win new business.

When you create or open a Lead you can look at the DataHug window to gain valuable insight. For this particular Lead, one of our colleagues has a high HugRank and interacted with the target recently:

**LEAD** ▼  
**Carol Harris**

Lead Source: Trade Show | Rating: Cold | Status: Contacted | Owner: John Maguire

Qualify (Active) → Develop → Propose → Close → Next Stage

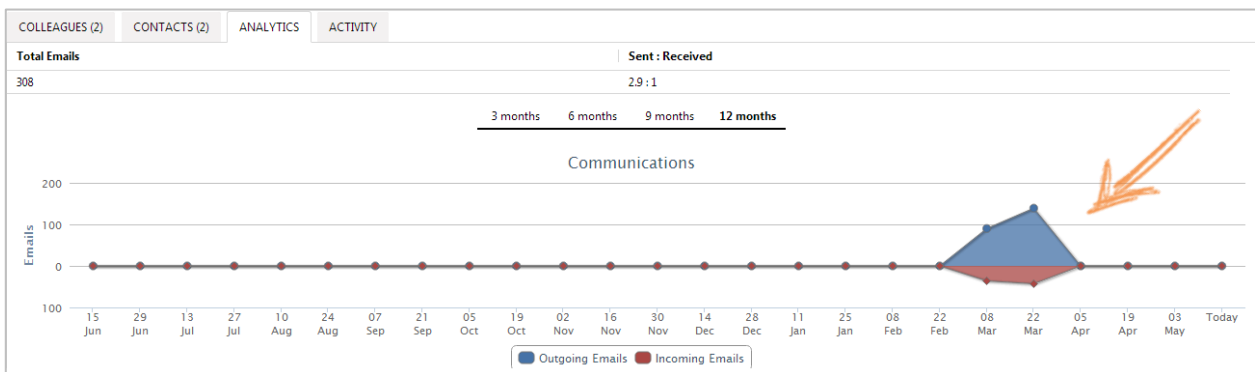
Topic: Event | Company: Facebook  
 Name: Carol Harris | Website: facebook.com  
 Job Title: Director of Sales  
 Email: carol.harris@facebook.com

**DataHug**

COLLEAGUES (2) | CONTACTS (2) | ANALYTICS | ACTIVITY

HugRank	Colleague Name	Job Title	Email	Last Interaction
High	Jason Bell	Business Development	jason.bell@ourcompany.demo	21 Mar 2014
Low	Sharon Harris	CTO	sharon.harris@ourcompany.demo	-

We can investigate further and look at the Analytics tab to gauge the frequency of interactions over the last 12 months:



We can also check the Activity tab to see the email traffic and any meetings that were in the calendar.

Getting a warm introduction to a prospect is hugely valuable and can provide you with game changing information to accelerate the sales process and close deals faster.