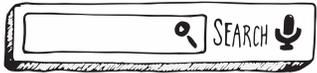




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Offer



MQL

SQL



Opportunity



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**BOB IS SOLD!**



A Sales Qualified Lead has demonstrated a high level of interest in becoming a customer and fits your company's predetermined criteria for a high-quality lead.

A Marketing Qualified Lead has engaged with your marketing and shown interest in your company.