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LBSi Whistle Stop Tour

Topic: Sales Opportunities
Presented by: Vicki Smith

A general overview of the Sales Opportunities process from set-up to Opportunity Pipeline and Forecasting reports.

Topics:

1. Primary Definitions
2. Creating Sales Opportunities
3. Sales Opportunity Stages
4. Sales Opportunity Reports

Getting started…

Sales Opportunities are used to monitor the chain of events from lead identification thru each sales stage to closing of an opportunity.

Sales Opportunities windows contain:

- Contact Information
- Opportunity Potential
- Partners
- Competitors
- Marketing Documents
- Various Opportunity & Pipeline reports

Primary Definitions:

Sales Opportunities are created for Customers or Leads as defined in the Business Partner Master.

- A 'Lead' Business Partner is used to identify potential customers (prospects) for documentation of Sales Opportunities.

Definition tables for Sales Opportunities must be defined.

Go To: *Administration > Setup > Sales Opportunities*

- **Sales Stages** – Sales stages are the typical stages that a sales opportunity will progress thru before it is Won or Lost. Each sales stage is weighted as to the estimated percentage of award at each stage. Not all sales stages are applicable for each sales opportunity identified.
- **Partners** – Define partners such as sales agents or secondary suppliers that help provide and/or support solutions for your opportunities
- **Competitors** - Define competitors and competitor Threat Levels
- **Relationships** – Define relationship or role of partners such as Prime Contractor, DBE

Sales Opportunity Header

Defines the Sales Opportunity and main contact information.

Enter the following information in the sales opportunity header.

- Business Partner Code – Select the relevant Business partner. The BP’s default contact person and sales person will be entered automatically.
- Territory – Define the Territory for the opportunity.
- Sales Employee – Default BP value will be shown.
- Owner – Select person responsible for the sales opportunity.
- Opportunity Name – Enter the name or identifier of the sales opportunity.
- Start Date - This date is the date the opportunity is entered and automatically filled in.

Potential Tab

Estimates the potential profit, classifies the opportunity and how the long the process will take.

Enter the following information:

- Predicted Closing In – Field is automatically filled once predicted closing date is entered
- Predicted Closing Date – Enter when you think this opportunity will close
- Potential Amount – Enter the expected order amount of the sales opportunity
- Weighted Amount – This is automatically filled in based upon the current stage of the opportunity from the 'Stages' tab
- Gross Profit % - Enter the amount of gross profit expected from the opportunity
- Gross Profit Total – This is automatically calculated when Gross Profit % is entered
- Level of Interest – Select level of interest from drop down menu
- Interest Range – Select the product group(s) of interest for this opportunity

General tab

Identifies BP Channel, where the Sales Opportunity originated and general remarks.

Enter the following information:

- BP Channel Code - Select Business partner from drop down list
- BP Channel Name – This field is automatically filled in from BP code
- BP Contact Name – Select contact name from drop down list
- Project – Select project from drop down list if one has been assigned
- Information Source: Select where the opportunity originated from drop down list
- Industry – Select Industry for opportunity from drop down list
- Remarks – Enter description of sales opportunity

Stages tab

Use this window to document conversations made with the customer, plan future activities and distribute tasks to other users in the system. You can also attach internal documents, external documents, pictures and files.

- **Note:** It is recommended to process thru all of the sale stages and not skip any of them. This will allow the business to evaluate the sale process performed and fine tune accordingly.

- Each row in the table represents one stage of the sale.
- The first stage defined in the sale stages list will be entered automatically in a new sales opportunity.
- Move to the next stage by clicking in Data > Add row. This action closes the previous stage and blocks it for further update.
- When adding a new stage row, the following data will be copied from the previous one – Closing date, Sales person, Stage, %, Max. sum and Weighted sum.
- Any change made in a field located both in the header and the table, updates the current open stage i.e. 'Maximal sum', 'Gross profit', 'Closing %' etc.
- A closed stage row cannot be updated**.**

Stages table row definition

Information stored and updated in the Stages table.

- Start Date – Date when a stage is started is automatically entered
- Closing date – Date when a stage if flagged 100% complete is automatically entered
- % - Enter the % complete of each stage
- Potential Amount – Amount of potential order per 'Potential Amount' on General Tab
- Weighted Amount - Automatically updated per the weighted % as each stage is completed
- Document Type – Indicate any SAP documents related to this stage of the opportunity, i.e. quotations, sales orders
- Show BP docs – Check this box only if you want to display BP documents and not other documents attached to this stage
- Doc. No – Select SAP document number associated with this stage
- Activities – Click on the orange arrow to add an activity related to this stage

Partners tab

Identifies and monitor partners working jointly with you such as sales agents, contractors or secondary suppliers that help provide and/or support solutions for your opportunity.

Enter the following information:

- Name – Select partner name from drop down list
- Relationship – Select type of relationship from drop down list
- Related BP – Enter BP# or * to pick BP from drop down list
- Remarks – Enter any applicable remarks

Competitors tab

Identify competitors and their Threat Level for the opportunity.

- Name – Select competitor from drop down list or define new
- Threat level – Select the competitor's relevant threat level if any; Low, Medium or High
- Won – Check this box for any competitor that won the opportunity

Summary tab

Shows Sales Opportunity Status and records reasons for Won or Lost opportunities.

- Opportunity Status – Indicate Open, Won, or Lost
- Document Type – Select Doc type from drop down list when applicable
- Document No. – Enter document number when applicable
- Reasons: Select applicable reason(s) for status from drop down list

Attachments tab

Attach related documents such as customer RFQ document, specification, photos, correspondence pertaining to the opportunity here.

- Click on the Browse button to browse the network. Select appropriate file(s) and attach. To view attached files highlight the row and click Display.
- Click Related Documents from any Sales Opportunity screen to view SAP documents linked to the opportunity.

Sales Opportunity Reports

Sales Opportunities Reports by design allow review of opportunities and weighted potentials to promote those with the greatest expected return.

Recommendations for running reports:

- Define a cross-section for each parameter by pressing the ... button. If you do not set any cross-section, the report will display all the sales opportunities.
- Select the display format using the 'Detailed display' and 'Group display' radio buttons. In case you select 'Group display', one row per each customers /items group will be displayed in the report.
- **Note!** The preferences set for the report relate to the last stage of each sales opportunity (either open or closed).

Summary

Thank you for taking time to participate in the SAP Business One User Group meeting.

Please take a few minutes to give us feedback of the meeting and any suggestions for going forward.

We are always looking for new clients to work with. And we'd like to find more like you - companies that are engaged, smart, and focused on their future.

Can you help us out?

Tour Wrap Up

Questions & Answers

Schedule for next Stops:

Tues., Jan. 19, 2010 - Activities

Tues., Feb. 23, 2010 – Planning

Tues., Apr. 6, 2010 - TBD