Opportunities

Overview

The **Opportunities** feature provides a way to manage sales leads and track the course of each sale's "journey" capturing all the interactions that happen along the way.

Centralized on one screen, each opportunity lets associates work their lead, record progress, generate quotes, and capture key information about the potential sale all while keeping a running timeline of everything they have done thus far. When the sale is completed – win or lose – all data is stored for reporting and analysis.

From a management perspective, managers have the ability to monitor all opportunities from a special list view that provides, at a glance, the status and history of each opportunity, and provides the capability to leave management notes as well as setting next steps.

Setup

Permissions

All associates can start and manage their own opportunities with no permissions required.

The following associate permissions have been added:

Manage Opportunities	Management level permission that: • Grants access to all opportunities • Allows you to leave management notes and set Next Steps on opportunities. • Grants access to Opportunity Management List View (Clientele > Opportunity > Manage)
Modify Opportunities not assigned to you	Allows you to open and modify opportunities started by other associates
Modify Opportunity Settings	Grants access to Opportunity Settings (Administrative > Advanced Settings > Opportunities)
Run Opportunity Breakdown Report	Allows you to run the Opportunity Breakdown Report (Reports > Management > Opportunities > Oppo Breakdown)
Run the Opportunities Report	Allows you to run the Opportunity Overview Report (Reports > Management > Opportunities > Oppo Overview)

System Options

The following system options have been added:

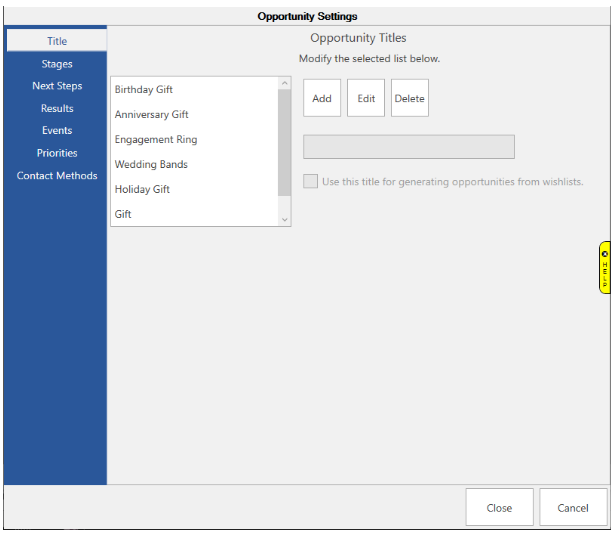
Days Before Stale	Opportunities with no activity for this number of days are considered stale. The default value is 10.
Require Why In on Opportunities	Whether Why In is required when entering an opportunity; choose between Always, Never, or only for New Customers.

Customizing Opportunity Settings

Opportunities can be fully customized to fit your store's sales workflow. Default values are provided but can be changed for **Titles, Stages, Next Steps, Results, Events, Priorities,** and **Contact Methods**.

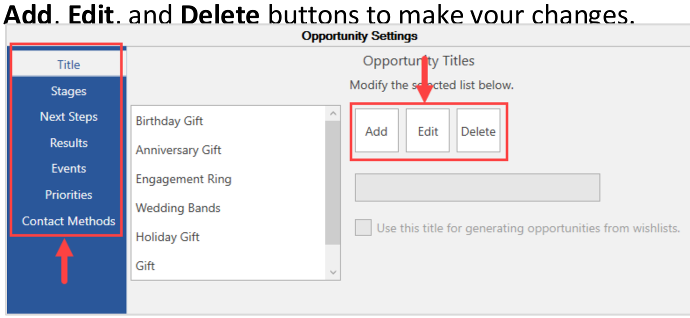
To access **Opportunity** settings:

1. Click **Administrative > Advanced Settings > Opportunities > Opportunity Settings.** The **Opportunity Settings** form will appear.



Titles	Name of the opportunity, for example Birthday Gift, Anniversary Gift, Gift.
Stages	Steps an opportunity can go through. You can assign percentages to stages so that you can monitor how far along each opportunity is towards completion.
Next Steps	The next action that should happen for this opportunity. These can be set by both associates and managers.
Results	When an opportunity is closed a result must be selected. Conditions can be placed on each result to require things like linking to a sale when the opportunity is a successful sale.
Events	The type of event for this opportunity, for example Birthday, Anniversary, Wedding. Events can be set to automatically pull in occasion dates from the customer record.
Priorities	What is most important to the customer for this sale? For example, are they set on a specific price point or are they concerned about getting the gift by a certain date?
Contact Methods	The type of contact methods that can be logged on an opportunity such as phone, email, and mail.

2. Use the menu on the left to choose which element of **Opportunities** you wish to modify, then use the **Add**, **Edit**, and **Delete** buttons to make your changes.



3. There are additional options specific to these sections:

Titles	✓ **Use this title for generating opportunities from wish lists** Makes this title the default used when creating opportunities from wish lists.
Stages	✓ **Percent to Closed** Advancing to this stage will increase the percentage to close by this amount. ✓ **Stage Property** Can be used to set the default stage for new opportunities or to make reaching this stage close the opportunity.
Results	✓ **Result starts a new opportunity.** This result will automatically create a new linked opportunity. ✓ **Result requires notes.** This result requires notes before the opportunity can be closed. ✓ **Requires a Sale ID.** This result requires a link to a sale before the opportunity can be closed. ✓ **Require an Item ID.** This result requires a link to an item before the opportunity can be closed. ✓ **Remaining Items to Wishlist** This result will take any items on the opportunity that were not purchased and place them on the customer's wish list. ✓ **Considered a positive result.** For reporting purposes, this result is a positive result, i.e., the sale was made. ✓ **When closing the Opportunity change the stage to this:** This result will update the opportunity's stage to this when it is closed.
Events	✓ **Date** Set a specific Event Date when this Event is selected, e.g., 2/14 for Valentine's Day. ✓ **Use Customer's Anniversary Date** If available, use the Anniversary Date from their customer record. ✓ **Use Customer's Birthday** If available, use the customer's birthday from their customer record.

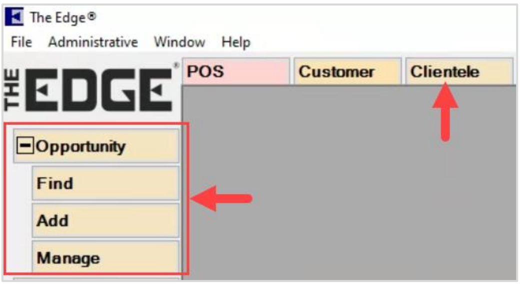
✓ **Use Spouse's Birthday**
If available, use the customer's spouse's birthday from their customer record.

4. After making desired changes, click **Close**.

Opportunities

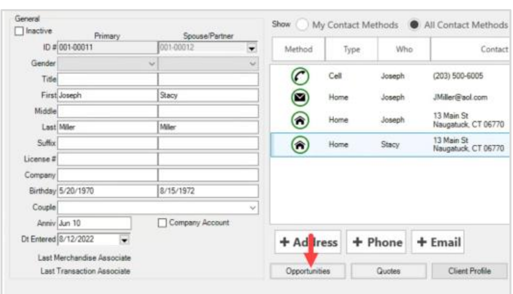
Opportunities can be accessed from the following places:

➢ **Clientele Menu**

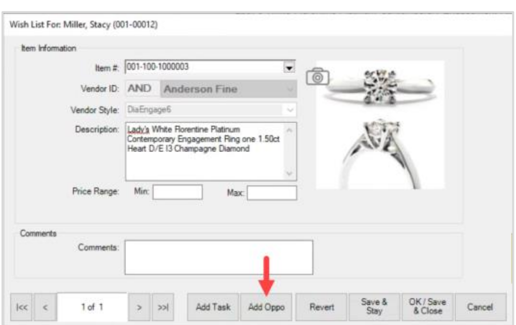


➢ **Point of Sale**

➢ **Customer Record**



➢ **Wish Lists**

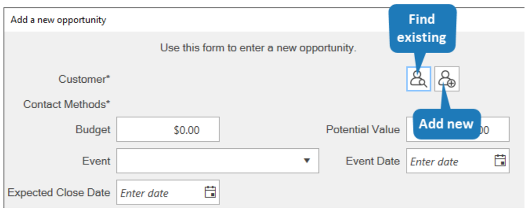


Creating a New Opportunity

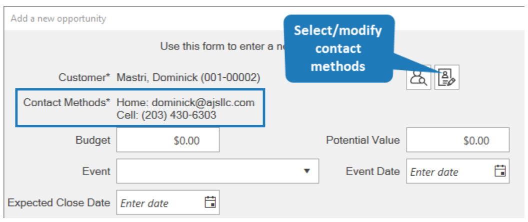
As noted, there are multiple places **Opportunities** can be accessed in the software. For instructional purposes, we will add one from the main Edge menu.

To start a new **Opportunity:**

1. Click **Cliente > Opportunity > Add**. The **Add a new opportunity** screen will appear.
2. Use the buttons in the top right to either find an existing customer or add a new one.



3. After identifying the customer, the default preferred **Contact Methods** will appear. The button in the top right will change to **Customer Contacts** – use this to select and edit how this customer should be contacted for this opportunity.

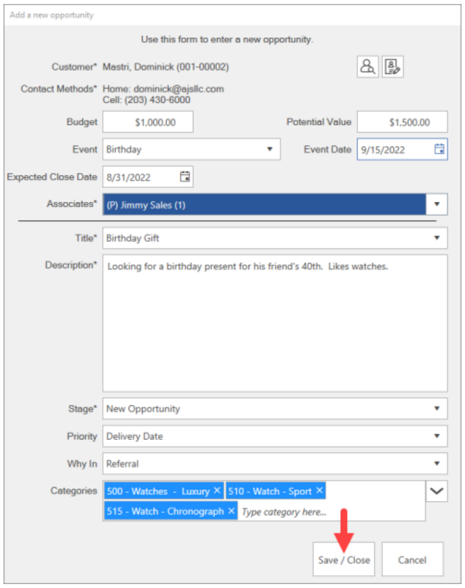


4. Next, specify the **Opportunity** details:

Budget	The amount the customer wants to spend.
Potential Value	The potential value of this sale; it will automatically default to the **Budget** but can be increased to indicate the potential for an up-sale.
Event	What event is this sale for? For example, a birthday.
Event Date	What date is the event? Note that the customer's birthday, spouse's birthday, and anniversary dates can be automatically filled in from the customer's record.
Expected Close Date	When do you anticipate closing this sale?
Associates	Which associate or associates will be working this opportunity?
Title	The title for this opportunity. For example, a Gift.
Description	Details on this opportunity.
Stage	What stage is this opportunity starting at? The default value is set via **Opportunity Settings**.
Priority	What aspect of this potential sale is most important to the customer? For example, do they need it by a specific date? Are they looking to stay within a specific budget?
Why In	What brought the customer in today? This shares the same Why-In list found at POS. There is a system option that controls whether this is required.

Categories	What categories might the customer be interested in seeing items from? Categories can be selected via the drop-down or by typing in the category number.

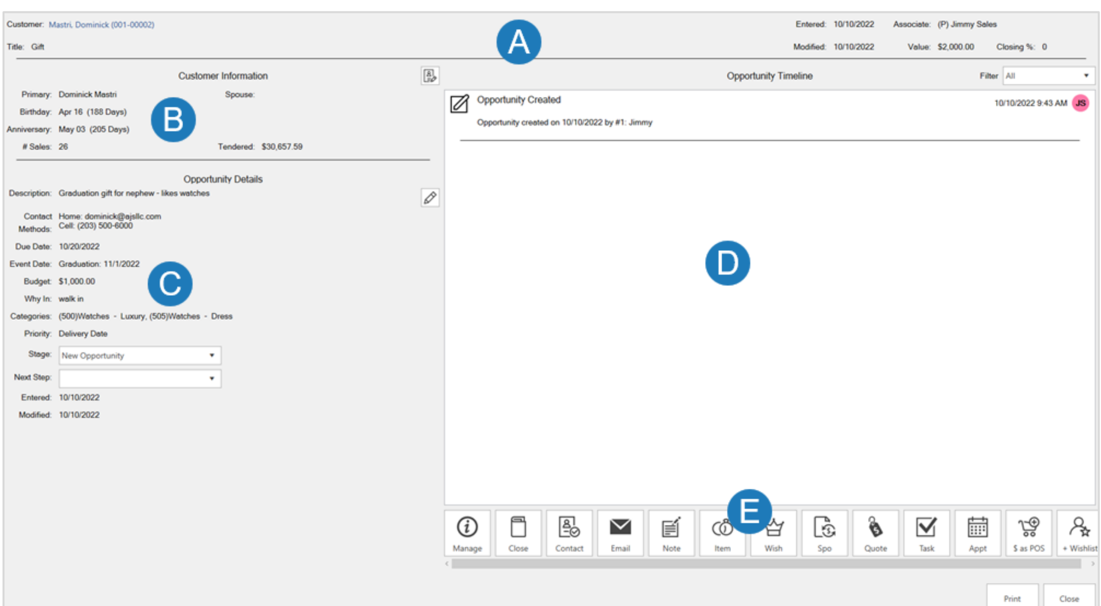
5. After competing the form, click **Save/Close**.



6. The **Opportunity** will automatically open. See the next section for information on working with it.

Working the Opportunity

Newly added opportunities will immediately open. Existing opportunities can be found via the main Edge menu, the Edge customer record, or from POS. See the **Finding an Opportunity** section for more details.



The **Opportunity** screen includes:

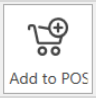
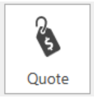
A	Information at the top includes the customer, title, enter/modified dates, associate, value, and percentage towards close.

B	In the top left the customer's name, spouse information, occasion dates, and sales summary displays. You can use the button here to open the customer record.
C	On the left, the details from the Opportunity display. You can use the button here to open the Opportunity Edit screen allowing you to change the intake details. Additionally, you can use the **Stage** drop-down to change the current stage and you can use the **Next Step** drop-down to indicate what should be done next.
D	All opportunity events appear in this timeline in chronological order. This is the entire running history of everything that has occurred. You can use the drop-down in the top right to **Filter** what is displayed.
E	These buttons are all the events that can be added to an opportunity.

To add an opportunity event, click on its corresponding button. Added events will show in the timeline.

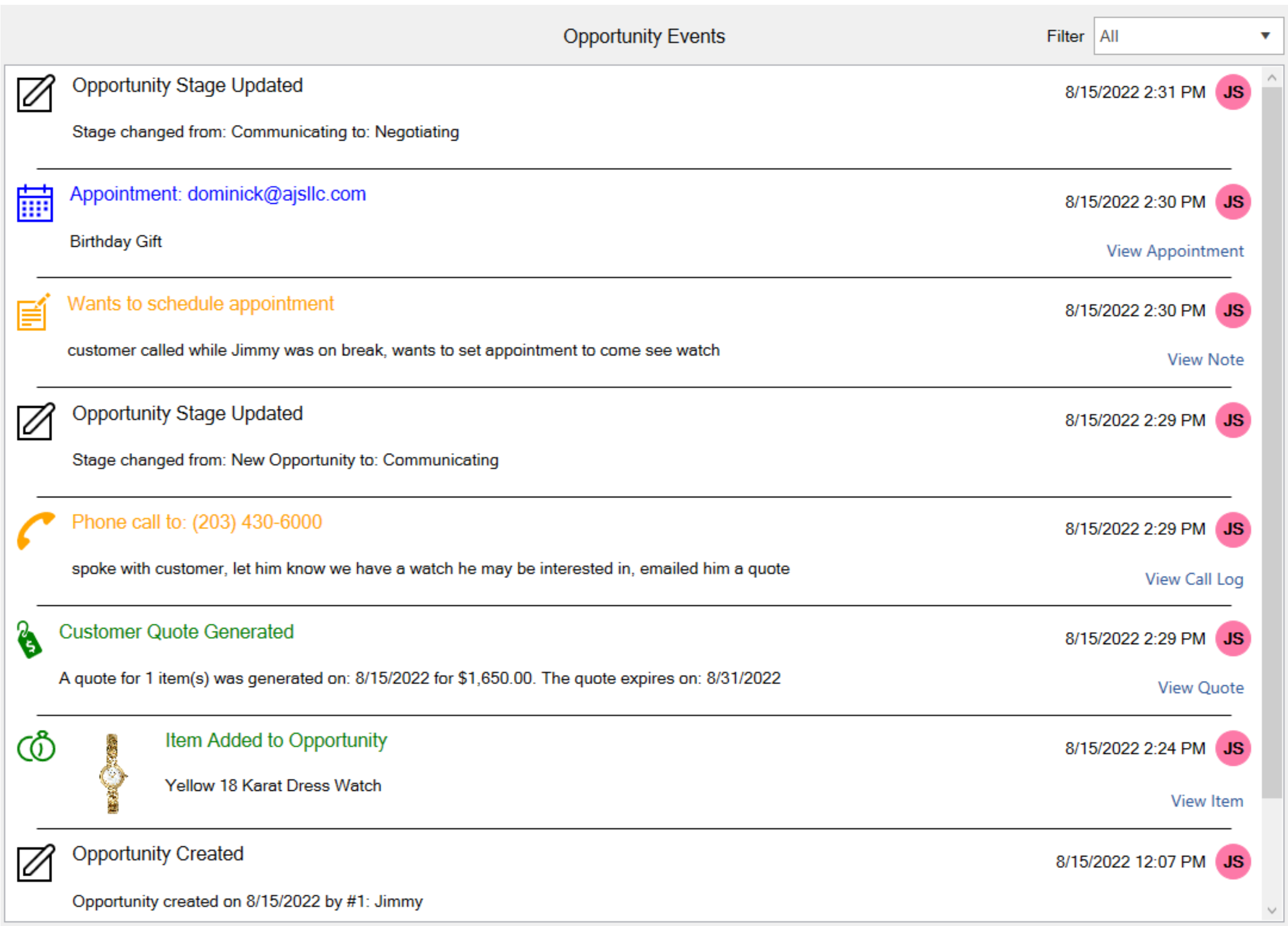
Available events include:

Manage	Only visible if you have the 'Manage opportunities' permission. Use this to add manager's notes and/or set next steps.
Close	Close the opportunity. Note that it is also possible to set up a stage so that when it is reached the opportunity will close.
Note	Add a note. These notes will also appear on the Notes tab of the customer record.
Item	Add an item.
Wish	Add an existing wish list item. To create a new wish, use the **+Wishlist** button instead.
Spo	Link an existing special order.
Task	Add an associate task.
Appt	Create an appointment.
Email	Send an email. This requires you have your email settings configured.
Contact	Log the details of a customer interaction, such as a phone call or email.

	Add selected item or quote to POS. To use, first click on the item or quote in the Opportunity Events window, then click this button.
	Create a quote. Any items already added as events will automatically be pulled into the quote but can be removed. It is also possible to add additional items from the quote screen.
	Create a new wish list item. You can either select an item in the event's timeline to turn it into a wish or, if you do not select anything, you can create a brand new wish for any stock or non-stock item.

As you add events, you will see them appear in the timeline. Here's an example where an item was added for the customer to view, the customer was then called, and an appointment was made to come into the store.

Note: Events are always in descending chronological order, meaning the last action is always on the top.



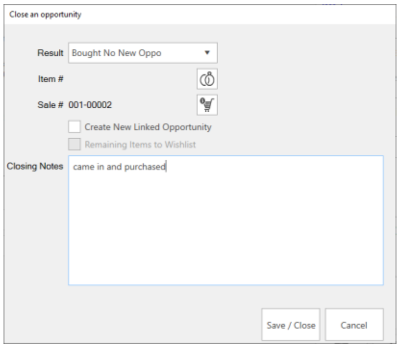
Closing the Opportunity

The final step to working the opportunity is closing it. This should occur whether the sale was successful or not.

This can be done either by advancing to a **Stage** that has been set to close the opportunity or by clicking **Close** in the opportunity events buttons at the bottom.

In this example, the opportunity resulted in a sale. To close this opportunity and record that information:

1. From the **Opportunity** screen, click the **Stage** drop-down and select 'Sale Won'
2. The **Close an opportunity** window will appear. Use the **Result** drop-down to select what happened, in this case 'Bought No New Oppo', and then click the **Sale #** button to select the sale it was purchased on.

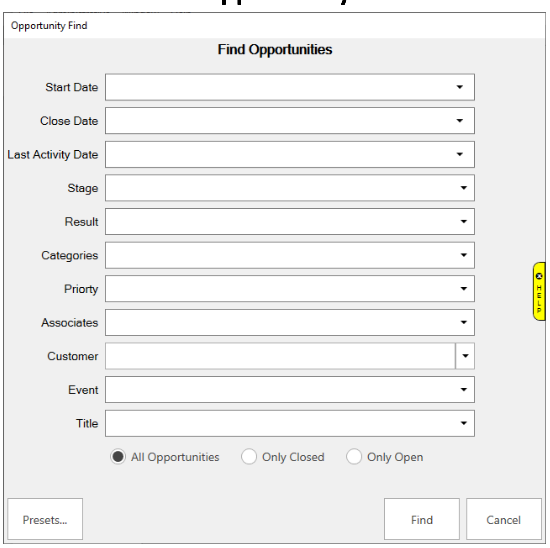


3. Click **Save / Close** to complete closing this opportunity.

Finding Opportunities

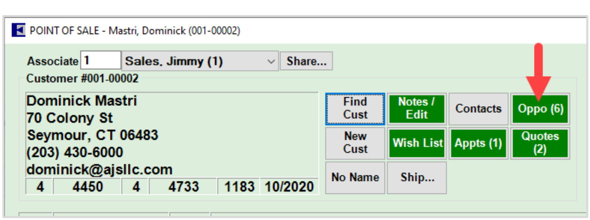
To search for an opportunity:

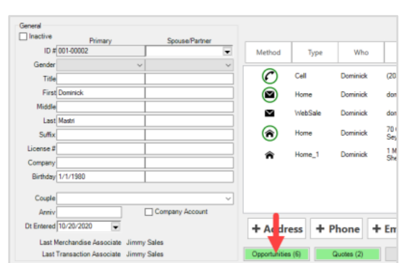
1. Click **Clientele > Opportunity > Find.** The **Find Opportunities** window will appear.



2. Enter criteria, or leave blank for all, and click **Find**. Note that you can use the radio options at the bottom to return **All Opportunities**, **only Closed**, and **only Open**.
3. Double click to **Edit** the opportunity you wish to open.

Opportunities can also be brought up from POS or directly from the customer record:





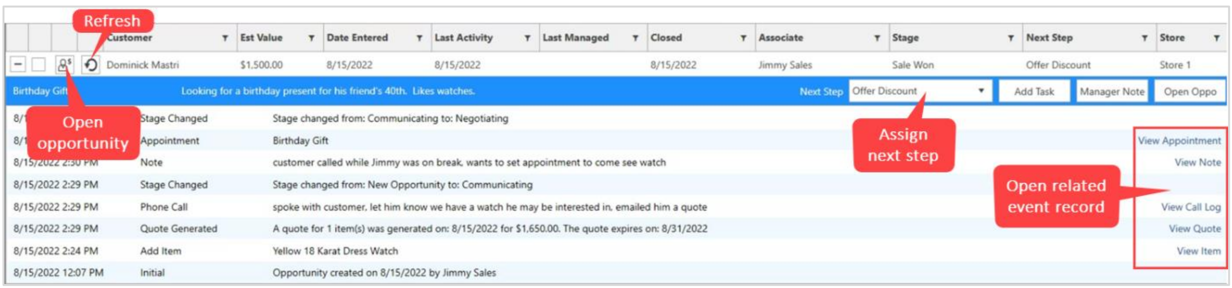
Managing Opportunities

The **Manage Opportunities List View** gives an overview of all opportunities matching your search criteria. At a glance, you know each opportunity's vital data, including the value, entered date, last activity, and current stage. Additionally, you can expand each opportunity to see an overview of its event timeline.

To manage **Opportunities**:

1. Click **Clientele > Opportunity > Manage**. The **Opportunity Find** window will appear.
2. Enter criteria, or leave blank for all, and click **Find**.
3. Each **Opportunity** will show on its own line. Use the **+** sign to expand an opportunity to view its events.

4. The expanded view will show each event. There are actionable items here, including the ability to open the opportunity, refresh it, assign a next step, add a task, add a manager's note, and open records related to individual events, such as appointments.

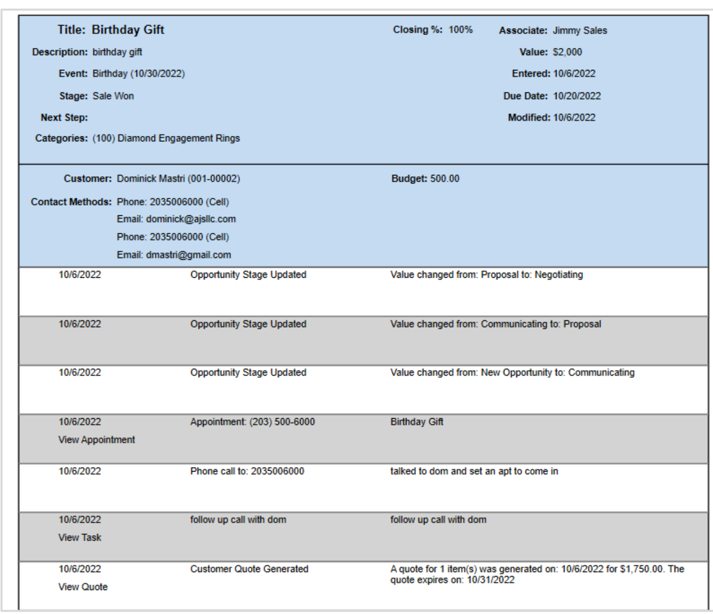


Reports

There are two **Opportunity** reports:

Opportunity Breakdown

Provides a detailed breakdown of each opportunity and all its timeline events. It prints 1 card per opportunity.



Opportunity Overview

Provides an overview of opportunities with pertinent information and the ability to group by associate, result, opportunity type, and more.

Associate	Customer	Entered	Modified	Value	Last T	T's	C %	Stage	Next Step	Close Date	Result
Associate: Jimmy Sales											
Result Type: Positive											
Jimmy Sales	Dominick Mastri	8/24/2022	8/24/2022	$500		0	100%	Sale Won		8/24/2022	Bought No New Oppo
Jimmy Sales	Dominick Mastri	9/7/2022	9/7/2022	$500		0	100%	Sale Won		9/7/2022	Bought No New Oppo
Jimmy Sales	Dominick Mastri	10/6/2022	10/6/2022	$2,000	10/6/2022	2	100%	Sale Won		10/6/2022	Bought No New Oppo
Jimmy Sales	Dominick Mastri	10/6/2022	10/6/2022	$2,000	10/6/2022	1	100%	Sale Won		10/6/2022	Bought No New Oppo
	Result Type: Positive			$5,000		0	100%	Count: 4			
	Result Type: Positive Ratios		Closed:	4	100%	$5,000		Lost: 0 0%	$0	Open: 0 0%	$0
Result Type: Negative											
Jimmy Sales	Dominick Mastri	8/24/2022	8/24/2022	$500	8/24/2022	1	0%	Communicating	Offer Discount	8/24/2022	Stopped Communicating
	Result Type: Negative			$500		1	0%	Count: 1			
	Result Type: Negative Ratios		Closed:	0	0%	$0		Lost: 1 100%	$500	Open: 0 0%	$0
Result Type: Open											
Jimmy Sales	james madison	9/14/2022	9/14/2022	$500		0	0%	New Opportunity			
Jimmy Sales	Ray Phelan	9/19/2022	9/20/2022	$1,500		0	50%	Proposal	Follow up with Manager		
Jimmy Sales	Dominick Mastri	9/27/2022	9/27/2022	$750		0	0%	New Opportunity			
Jimmy Sales	Dominick Mastri	9/27/2022	9/27/2022	$250		0	0%	New Opportunity			
Jimmy Sales	Katie Obrien	9/30/2022	9/30/2022	$777	9/30/2022	3	0%	New Opportunity			
Jimmy Sales	Lauren Taylor	9/30/2022	10/6/2022	$453	9/30/2022	6	0%	New Opportunity			
Jimmy Sales	Dominick Mastri	10/10/2022	10/10/2022	$2,000		0	0%	New Opportunity			

Opportunity Breakdown

To run the **Opportunity Breakdown** report:

1. Click **Reports > Management > Opportunities > Oppo Breakdown**.
2. Enter desired criteria and click **Find**.
3. This report is designed to be printed and can be used by the associate working the lead.

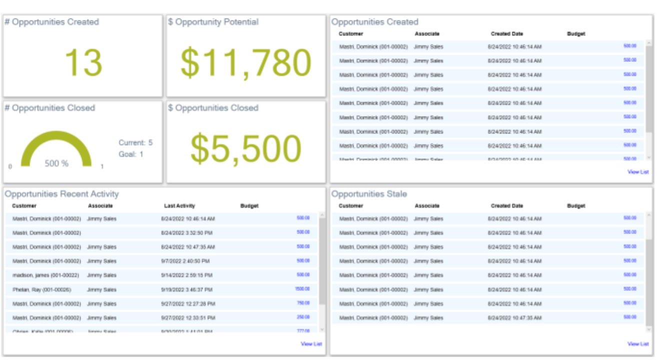
Opportunity Overview

To run the **Opportunity Overview** report:

1. Click **Reports > Management > Opportunities > Oppo Overview**.
2. Enter desired criteria and click **Find**.
3. This report provides a snapshot of each opportunity. Make use of the **Grouping** options to see the report organized by associate, result, why-in, event, and more.

Dashboards

Dashboards can be added to display Opportunity data.



Available **Dashboard** tiles includes:

Numeric
Opportunities Created
$ Opportunities Potential
# Opportunities Closed
$ Opportunities Closed
# Opportunities Stale
$ Opportunities Stale

Chart
Opportunities Created by Associate
$ Opportunities Potential by Associate
# Opportunities Closed by Associate
$ Opportunities Closed by Associate
# Opportunities Created by Why In
# Opportunities Created by Category
# Opportunities Created by Title
# Opportunities Created by Event
# Opportunities Closed by Result
# Opportunities Closed by Outcome

Gauge
Opportunities Created
Opportunities Closed

List View
Opportunities Created
Opportunities Stale
Opportunities Recent Activity