VARASI ACCOUNT MANAGEMENT

USER GUIDE.

Table of Contents

Welcome to Varasi Account Management

1.1 Why Strategic Account Management

Strategic Account Management is about strengthening your relationship with key customers. Proactively managing your strategic accounts can lead to a powerful outcome for your business. The traditional thinking around revenue size and growth as a key factor influencing this relationship is too narrow. Strategic Account Management needs to be viewed more broadly. It has to be a multi-dimensional perspective that takes into account the impact you can have on the customer's business, the value you can get from engaging with the customer, the effect on your new product development, and the impact on your reputation and credibility just to name a few.

Needless to say, your traditional approach of a revenue and opportunity-focused tactical account management approach will not suffice to maximize the potential of strategic relationships. You need to think holistically about identifying, nurturing and strengthening your customer relationship in a deliberate manner using proven best practices.

1.2 Why Varasi Account Management

Salesforce is the leading cloud CRM and is used globally to manage customer relationships. It is used to market, sell and service products and services to customers. The potential to use the Salesforce platform and amplify the impact is unlimited. Varasi Account Management is designed as an account management toolkit that brings account management best practices to the Salesforce platform. Varasi Account Management app leverages best practices to help you identify and nurture your strategic customer relationships.

It does this by codifying best practices in the following areas:

- Identify strategic accounts
- Develop account plans
- Manage key relationships within the account
- Review the health and progress of the relationship
- Monitor and track progress of initiatives
- Identify and nurture upsell and cross-sell opportunities
- Proactively manage issues at the account
- Early warning systems

- Identify patterns for proactive action
- Setup a best practices cadence for account engagement
- View account activity on a calendar view
- Portfolio management for senior leadership

Using Varasi Account Management

2.1 Navigating through Varasi Account Management

Once you have installed the Varasi Account Management package in your Org, follow the below steps to browse to Varasi Account Management App

- Click the App Launcher in Salesforce
- Click Varasi Account Management

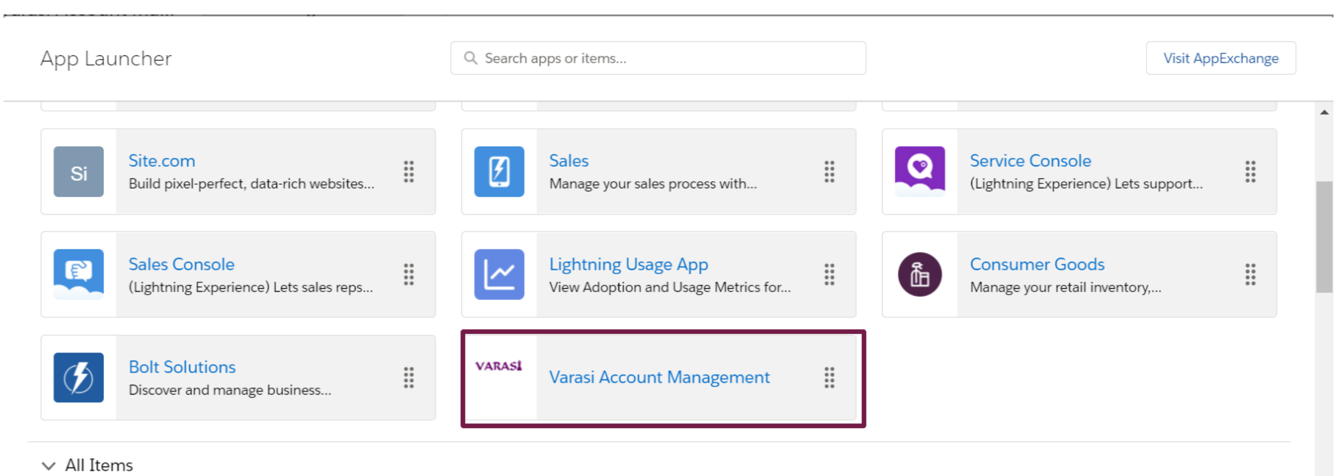


Figure 5: Varasi Account Management App in App Launcher

- In the Varasi Account Management app, you see the following tabs.

- Tab Details
  - **Account Management Home**: App Home Page
    - This tab contains a dashboard containing key Account Management Metrics. You can modify the dashboard or add widgets of your own choice to this page
  - **Setup**: Setup page for Admin of app

        - This tab contains various configurations needed for the Varasi Account Management App. The details of the configuration are given in the configuration guide.
    - **Accounts**: Accounts tab
        - This is the standard accounts tab.

2.2 Using Varasi Account Management Functionality

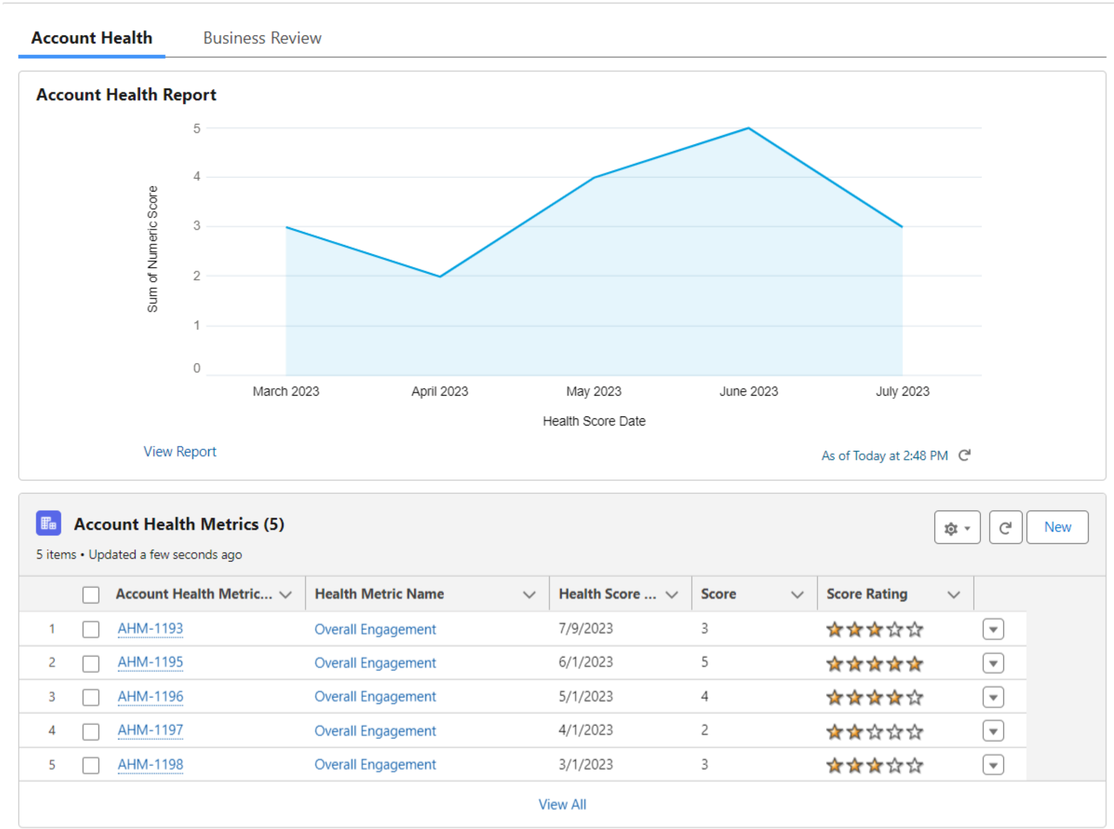
2.2.1 Account Health Metrics

Overall account health can be tracked on multiple dimensions using account health metrics. Health metrics configured in the **Health Metrics Configuration** can then be tracked over a period. Before using account health metrics, first configure the metrics that you want to track. Refer to the Varasi Account Management Configuration Guide to understand how to create the metrics.

Once the metrics are defined, you can start tracking those metrics for a strategic account

- From the Account Health Metrics, related list of an account, create a new **Account Health Metric** record
- For Metric Name, type a few letters of the configured health metric to lookup a health metric name.
- Select Health Score Date
- Select Health Score. By default, the health score is a picklist value with scores ranging from 1 to 5, 5 being the best score. These picklist values are used by the default star rating column, Score Rating, to display the star rating visually . The visual rating will not work if the health score picklist values are changed from the default 1-5.
- You can also add names of up to 3 internal employees as Notable Contributors as part of a health metric. Here, you can look up and search for a contact configured against the *Your Company* account. Refer to the Varasi Account Management Setup document to configure *Your Company* account.

Account Health Metrics are available as a related list on Account. Also, the included Account Record Page contains a report chart called Account Health Report against Account, charting the overall engagement score of the account over time.



2.2.2 Business Reviews

All important business discussions and review meetings for an account can be recorded under Business Reviews. You can not only record an overall review assessment but also attach any relevant documents or presentations.

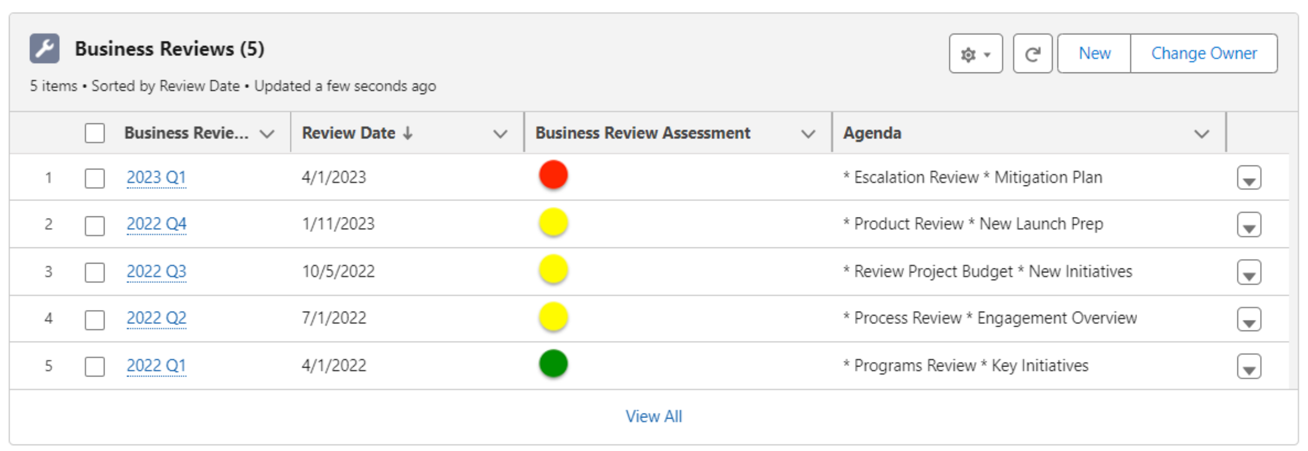
You can add a business review record for a strategic account with the following fields

- Business Review Name: Assign a name to the business review. E.g. 2023 Q1 Review
- Review Date: Date of the business review
- Business Review Assessment: By default, you can record business review assessment at 3 levels i.e. Negative (Red), Neutral (Amber), Positive (Green). The "Business Review Assessment Image" formula field shows the assessment visually in 3 different colours.
- Initiative: Link the business review to an initiative.
- Meeting Details: You can also record details about the business review meeting such as Agenda, Key Concerns, Customer Comments and Next Steps against the business review for easy tracking and action.
- Attendees: Important internal and customer meeting attendees can be added here for future reference. By default, 2 internal and external contacts can be tracked.

Additional lookup fields can be added to the **Business Review** object to track more attendees.

- Files: Any business review presentations or related files can be uploaded against the business review record for reference
- Checklist Tasks: While planning for the business review meeting or for any action items coming out of the business review meeting, tasks can be created on the business review object using standard Salesforce activity component. In addition, the "Create Tasks from Checklist" action is available on a business review record, to add tasks from a pre-configured checklist template. You can pre-configure any business review-specific preparatory tasks in such a template. Refer to the Configuration Guide to understand how checklist templates and template items can be pre-configured for use here.

Business Reviews are available as a related list on Account.



2.2.3 Account Plans

Account Plans let you track a strategic account's overall plan, objectives and goals. The following fields can be added to an account plan record.

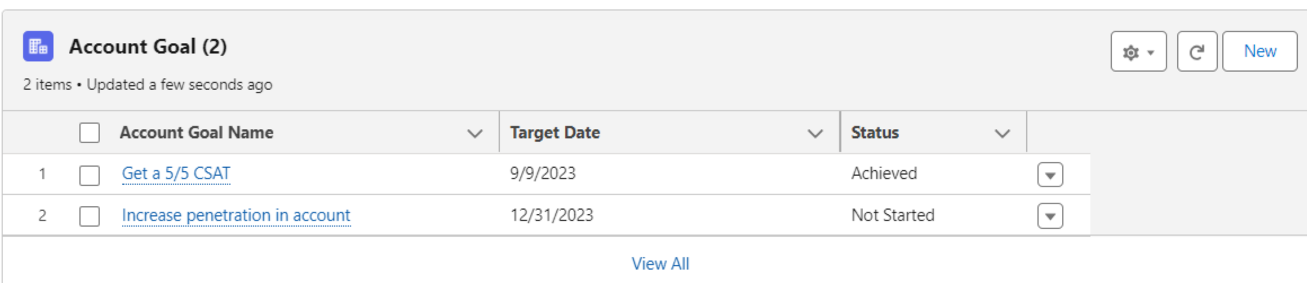
- Account Plan Name: Name of the account plan. E.g. 2023 Account Plan
- Plan Details: Details pertaining to the overall account plan.
- Competition: Add any known competition information
- SWOT Details: You can add details to the plan using the SWOT (Strengths, Weaknesses, Opportunities & Threats) framework.
- Goals: A strategic account's short and long-term goals to be included in a plan can be mentioned here.
- Finalized Account Plan File can be attached to the plan record.

Account Plans are available as a related list on Account.

2.2.4 Account Goals

Account Goals let you track various soft goals related to a strategic account's overall plan. Goals such as several product demos, positive customer surveys, etc. can be set and tracked using account goals. The following fields can be added to an account goal record.

- Account Goal Name: Name of the Goal. E.g. Get a 5/5 CSAT
- Target Date: The date by which you would like the goal to be achieved.
- Goal Description: A detailed description of the goal and how it will impact the growth of the strategic account.
- Goal Status: A picklist field identifying the current goal status. By default it has the following possible values: 'Not Started', 'In Progress', 'Paused', 'Partially Achieved', 'Not Achieved', 'Achieved'.
- Goal Evaluation: A summary of the goal's evaluation
- Notable Contributors: Any internal company employees who helped achieve a specific goal can be added here for reference. Contacts from a configured *Your Company* account are available to be selected as notable contributors.



Account Goals are available as a related list on Account.

2.2.5 Account Targets

Revenue Targets can be set at Account Level through Account Targets. Account Targets can be tracked against the opportunities created on the account. The following fields can be added to an account target record

- Account Target Name: Name of the Target. E.g. 2024 Revenue Target for Acme
- Start/End Date: The start and end date to include opportunities for this target. An Opportunity with close date within this date range is associated with the corresponding target record automatically.
- Target: Target Amount

Account Targets are available as a related list on Account.

2.2.6 Relationships

Relationships component on the account page allows you to track a strategic account's contact hierarchy. It allows you to set up and track the various contact's identified reporting hierarchy. It also allows you to assign a score to each contact to signify the strength of the relationship with the given contact.

All contacts not assigned to a hierarchical relationship are shown at the top. You can use the **Add Relation** option to add a contact under a given contact in the hierarchy. You can use the **Remove Relation** option to remove parent contact from a given contact.

Relationships Expand All

Name	Title	Role	Notes	Score
Barbara Levy	SVP, Operations	Clinical Trial Area Manager	Our champion. Is a great influencer fo...	4
Sean White	Operations Manager	Study Manager	Loves us!! Worked with us on 5 projects	4
Edna Frank	VP, Technology	Technology Sponsor	Need to build rapport with her	2
Stuart Broad	Sr. Research Scientist	Key Influencer	Neutral. Show our technical capabiliti...	3
Steve Smith	Research Scientist	Influencer	Technically savvy. Appreciates our go...	4

Relationships are available as a custom component named "**relationshipHierarchyNew**". Add this component to your account page to view the Account's contact hierarchy.

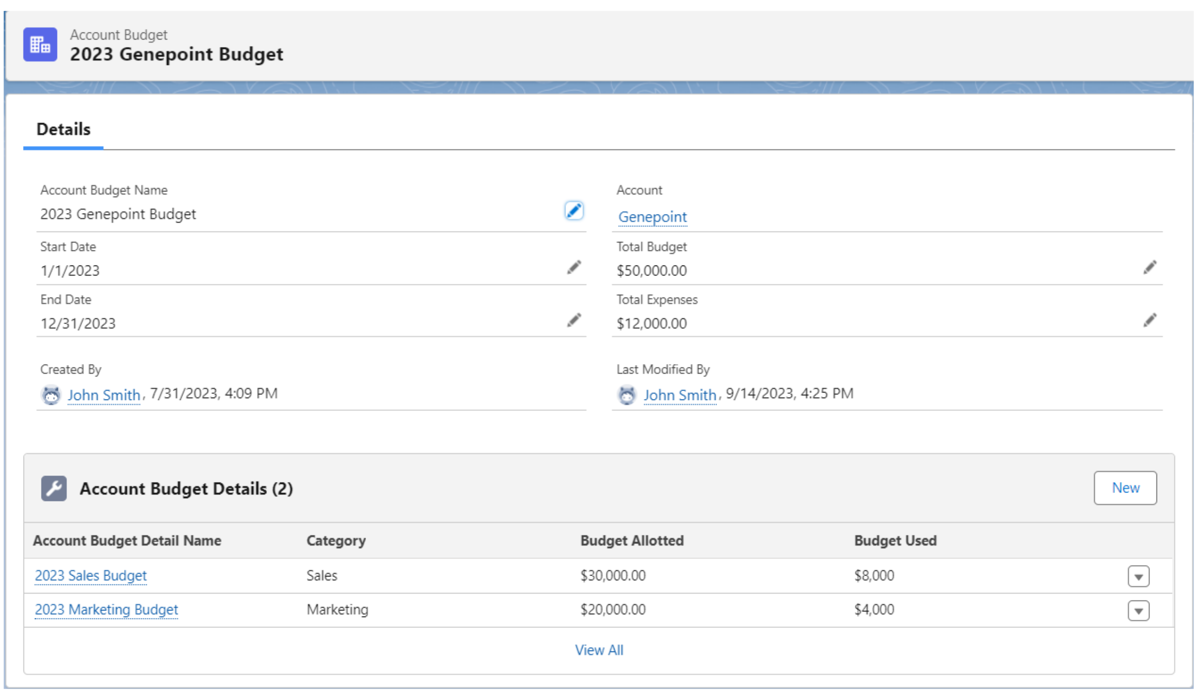
2.2.7 Sponsor Credit and Soft Credit

Opportunity Contact roles enable you to assign different roles that an account's contact plays in an opportunity. E.g., you can create roles such as Business User, Technical Evaluator, Business Sponsor, Decision Maker etc. Once these roles are assigned to contacts in an opportunity then you can view an aggregate view of the contact's contribution to your opportunities. You can assign some roles as Sponsor roles to give them a Sponsor credit for an opportunity won. In addition, there could be some contacts who influence an opportunity without directly sponsoring it. Such roles can be aggregated under a "Soft Credit" bucket. The Soft Credit and Sponsor Credit are report bucket fields in the "Sponsor and Soft Credit Repot" in the "Varasi Account Management" folder. You can change the bucket selections in the report to assign appropriate contact roles as per your business process. A report chart called "Sponsor and Soft Credit Report" is available on the Relationship tab in the Varasi Account Management's Account record page.

2.2.8 Budgets and Expenses

Account-level budgets can be tracked using Budgets and Expenses objects. Multiple budgets can be created against an account. E.g. budgets for different years, budgets for different departments within an account etc. Information in a budget record is rolled up from the Budget Details object. You can create a budget as follows.

- Click on New against Account Budgets related list on a strategic account.
- Give it a name. e.g. 2023 Account Budget
- Enter the start and end date to specify the period of the budget.
- Total Budget and Total Expenses are calculated automatically.
- Once a budget record is created, add account budget details records to allocate the budget for different categories.
- Gie budget detail record a name, e.g. 2023 Sales Budget.
- Select a category and add the allocated budget. The categories are picklist values on the Category field of **Account Budget Detail.**
- Expenses can be added against a budget details record so that it rolls up against each category of the account budget detail.
- To create an expense, select an account budget, click on the relevant account budget details record against which you want to record the expense and then click New next to **Account Expense Details**.
- Give it a name. e.g. Hotel expense
- Add expense amount, expense date, expense category and subcategory. The expense category and subcategory can be configured as picklist values on the **Account Expense Detail** object.
- Expenses added to **Account Expense Details**, roll up to the corresponding **Account Budget Detail** record as Budget Used.
- Total expenses across all budget details also roll up to an **Account Budget** record.



Account Budgets and Expenses are available as a related list on Account.

2.4.9 Programs

Account Programs can be used to track various initiatives at a strategic account. A program can have multiple tracks and each track can have multiple milestones. A program can be marked as strategic and a sponsor (from Account's Contact) can be added to a program.

Account Programs are available as related list on Account.

2.4.10 Whitespace Analysis (Company Offerings)

Whitespace tab can be used to show current company offerings at the current account as well as potential areas for further growth in the account. The account managers can use this tab to record their analysis of different growth opportunities about company offerings not yet sold in the account. They can also add their assessment of current offering status. Company Offering record contains the following fields:

- Offering: A picklist value of current company offerings.
- Is Offered: A checkbox indicating that the offering is offered in the current account
- Opportunity: An Opportunity lookup to link an existing opportunity for the offering
- Status: A picklist of the offering's status. Default possible values are: 'Not a Fit', 'Target', 'Long Shot', 'Improve Existing', and 'Existing'.
- Offering Notes: Any additional details related to the analysis of the existing or planned offering at the strategic account.
- Account Department: Specify an account department for which the offering is relevant. An offering not a fit in one department could be a target offering in another department.

Company Offerings (5)

5 items • Sorted by Offering ID • Updated 2 minutes ago

New

	Offering ID ↑	Offering	Account Department	Is Offered	Status
1	CF-445	New Trial Recruitment	Oncology	✓	Existing
2	CF-488	Add On	Oncology		Long Shot
3	CF-489	New Trial Recruitment	Dermatology		Not a Fit
4	CF-490	Add On	Immunology	✓	Existing
5	CF-491	Reset	Cardiology		Target

View All

Company Offerings are available as a related list on Account.

2.4.11 Account Projects

Account Projects allow you to track any projects associated with the strategic account. You can create project tasks and organize the tasks by creating child tasks, successors of a task etc. to create a simple project plan. The Gantt Chart tab on the project record shows the project tasks in the form of a Gantt chart. Successor or child tasks can be created directly from a task record using options on this page. When creating a new project use following steps

- Project Name: Name of Project
- Project Start Date: Project start date. The first task in the project will automatically start from this date
- Delayed: A checkbox indicating that the project is delayed.
- End Date: Project end date calculated automatically based on the last end date of the underlying project tasks

When creating project tasks, use following steps

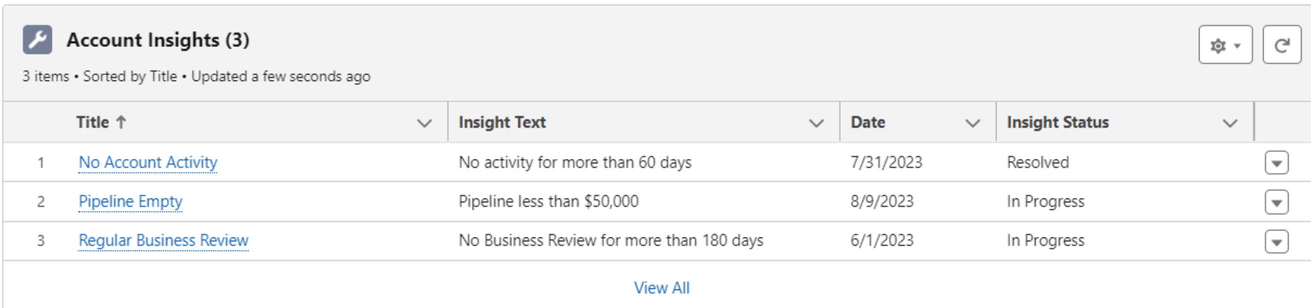
- Project Task Name: Name of Project Task
- Duration: Duration in days
- Parent Project Task: Select a parent project task if applicable. A parent task holds all underlying child tasks. It is not a task in itself, but can be used to denote an activity or a group of tasks that together signify some activity. The start and end date of a parent task are calculated automatically based on its child tasks
- Predecessor: Select any predecessor if the current task should start after the end of the previous task. The successor task has to start after the predecessor has completed.
- Progress: Calculated automatically based on the start/end dates and current date
- Status: Task status.
- Delayed: Checked automatically if the task status is not Completed by the end date.

2.4.12 Account Insights

The purpose of the Account Insights is to find any significant patterns in the account data and surface those patterns early on for proactive action. Account Insight records are created based on the configured Account Insight Flows. Varasi Account Management app comes with a few Account Insights pre-configured. Additional insights can be configured by your app admin to identify account patterns as per your requirements.

The account insights are typically run every day when scheduled or can be executed on demand one time. The account insight records can only be deleted by your admin. You can report on the Account Insights object to review important open insights. Below are some sample account insights available as part of the Varasi Account Management App. Additional insights can be configured by your admin.

- No account activity (Task, Event or Email) within last 60 days: Identifies strategic accounts without any activity for a long period.
- Empty pipeline: Identifies strategic accounts without any opportunities in the pipeline.
- Health Score Drop: Drop of 20% or more in health score.



Account Insights (3)

3 items • Sorted by Title • Updated a few seconds ago

	Title	Insight Text	Date	Insight Status
1	No Account Activity	No activity for more than 60 days	7/31/2023	Resolved
2	Pipeline Empty	Pipeline less than $50,000	8/9/2023	In Progress
3	Regular Business Review	No Business Review for more than 180 days	6/1/2023	In Progress

View All

Account Insights are available as related list on Account. Refer to the configuration guide to learn about configuring additional account insights.

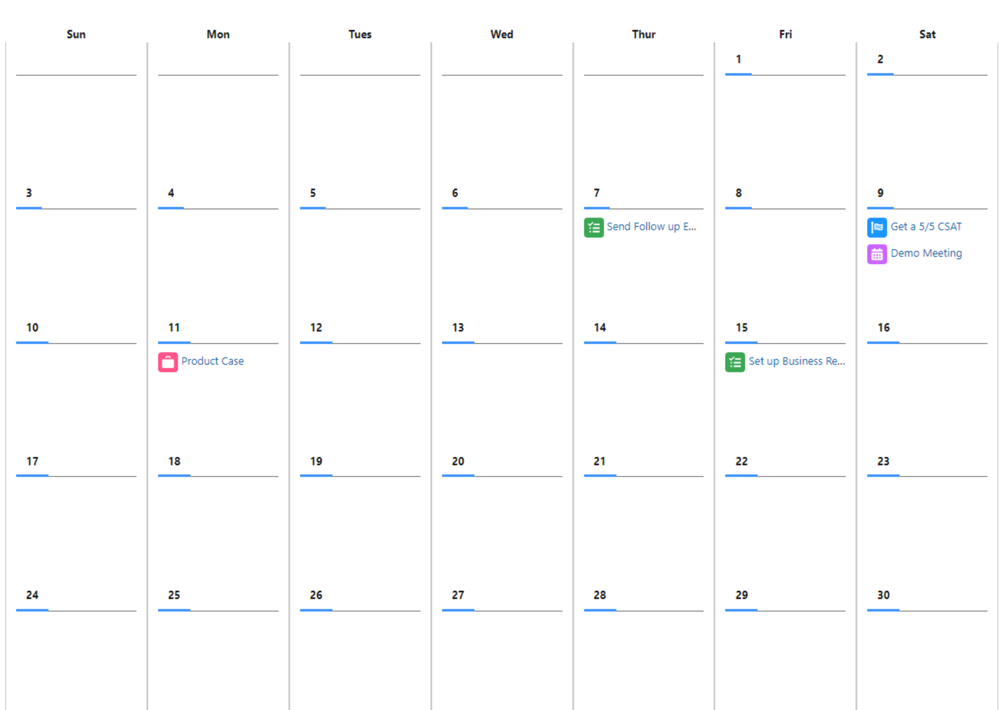
2.4.13 Account Cadence

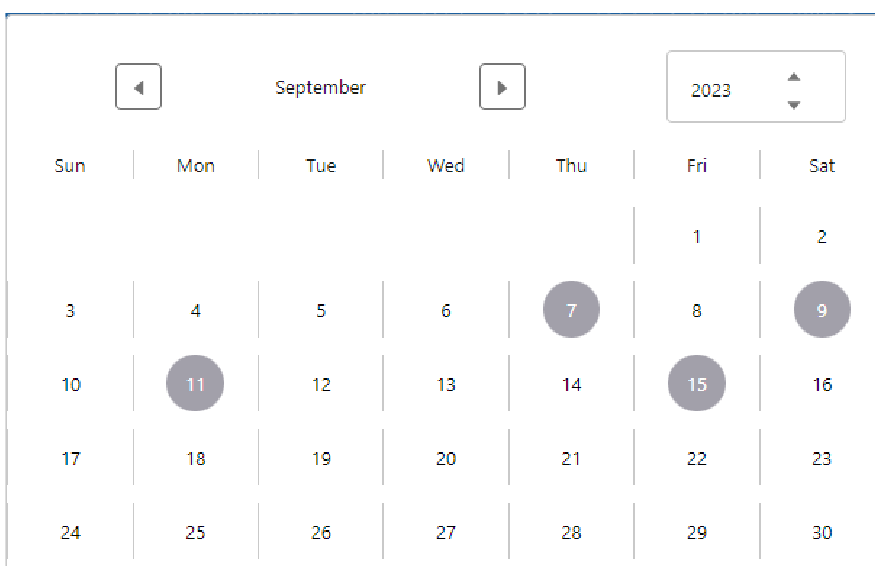
The purpose of the Account Cadence is to automate the recurring tasks or reminder activities. The cadences can be configured to automatically create a case or a task for an existing *best practice* patterns. E.g. to remind account owners with a renewal reminder Task a few days before the contract expiry or a case create to track the quarterly business review meetings. Varasi Account Management app comes with a few Account Cadences pre-configured. Additional cadences can be configured by your app admin to configure reminders as per your requirements.
The account cadences are typically run every day, to create the required cases, and tasks. Below are some sample account cadences available as part of the Varasi Account Management App.

- Business Review Reminder Task
- Contract Expiry/Renewal Reminder Case

2.4.14 Account Calendar

The Account Calendar provides a calendar view of configured records for an account. Your system admin can configure a set of important account-related records that you would like to be shown on the Account Calendar. E.g. you can configure it to show all Tasks, Cases, Events, Insights and Goals on the Calendar with appropriate dates. The Calendar component shows up to 3 records for each day and you can click on “View More” to view all the records available for that day. The Calendar component is available as a regular-size calendar as well as a mini calendar.





Account Calendar is available as a custom component named "**calendar**" (or **miniCalendar** for a smaller view).

2.4.15 Account Management Dashboard

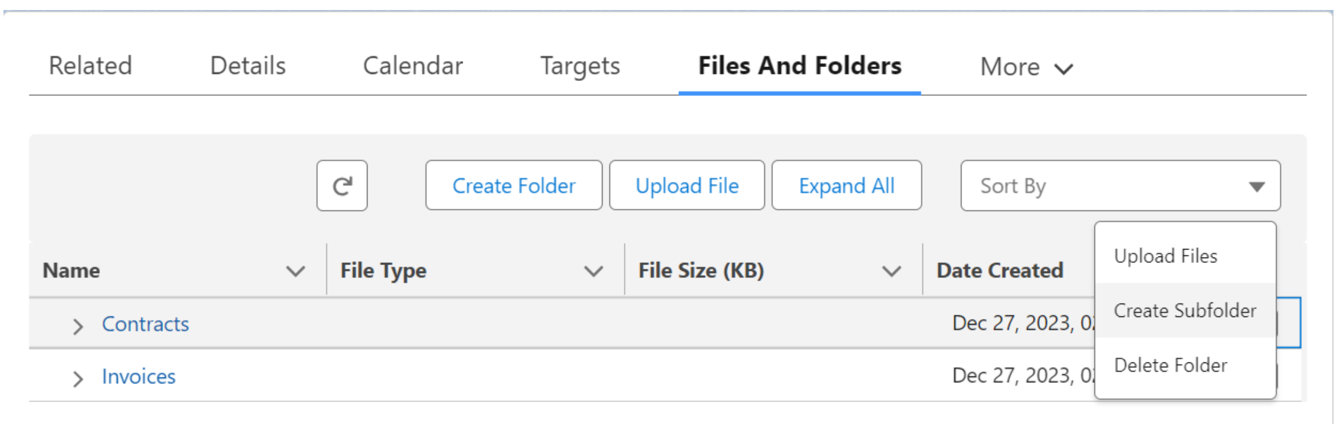
The Account Management App comes with a pre-built dashboard (Account Management Dashboard) with key metrics. The dashboard and corresponding reports give following information

- Open Tasks for Account Manager
- Open Account Cadence Cases
- Account Target vs Opportunities
- Account Health Information
- Business Review Details
- Latest Account Insights
- Strong and Weak Relationships
- Account Goals
- Account Budget and Expenses

2.4.16 Files and Folders

The Account Management App Account page comes with a pre-built component that can be used to organize all files for that account in different folders. By default, all the files uploaded against the account are all stored without any folder structure. You can use the Files and Folders tab to organize all the files in different folders. You can create folders, sub-folders as well as upload files in those folders directly from this component. The

-



3. What Next

We are constantly working on improving the Varasi Account Management app. New features are added to it regularly. So, look out for new versions of our app on the AppExchange.

We can also customize the Varasi Account Management app for your specific needs related to managing strategic accounts.

For any customization or Salesforce CRM-related solutions, do reach out to us

Contact: +1-949-878-7411
Email: ramana@varasi.com

