GSP Target Tracker

Sales Targets

Configuration / Setup Guide

THE GARY SMITH PARTNERSHIP
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GSP Target Tracker
USER AND SETUP GUIDE
Version: 1.7

Contents

1 Introduction

Welcome to the GSP Target Tracker!

The GSP Target Tracker is the most powerful, yet straightforward way to measure sales versus target in Salesforce.

It's ready to use out-of-the-box. However, there are also several items that you can adjust to tailor the app to your specific needs.

The purpose of this guide is to:

- Describe the out-of-the-box **Sales Target** features that are ready to use right now.
- Explain how to adjust the app further, should you need to.
- Answer those Frequently Asked Questions.

For information on how to configure Sales Targets, please see the "Team Targets Configuration / Setup Guide" on the GSP Target Tracker AppExchange Listing

If you have another question or get stuck, do not hesitate. Get in touch by using the Contact Us page on our website.

http://garysmithpartnership.com/contact-us

With that, let's start with how to set up targets for salespeople.

2 Setting Up and Managing Salesperson Targets

You can create monthly salesperson targets in the GSP Target Tracker. There are two ways to create and set up these targets.

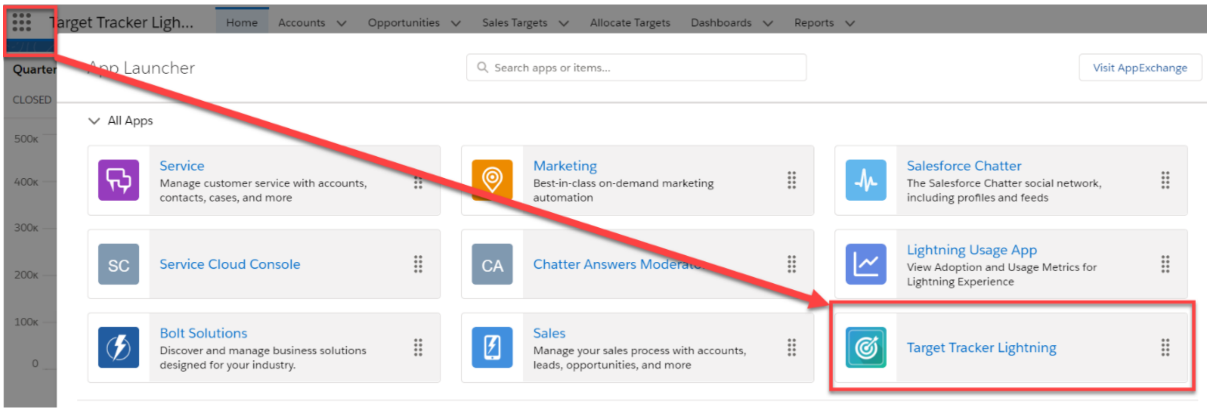
1) Use the Allocate Targets page.
2) Use the Apex Data Loader.

The most common approach is to use the Allocate Targets page to create targets, so let's start with that.

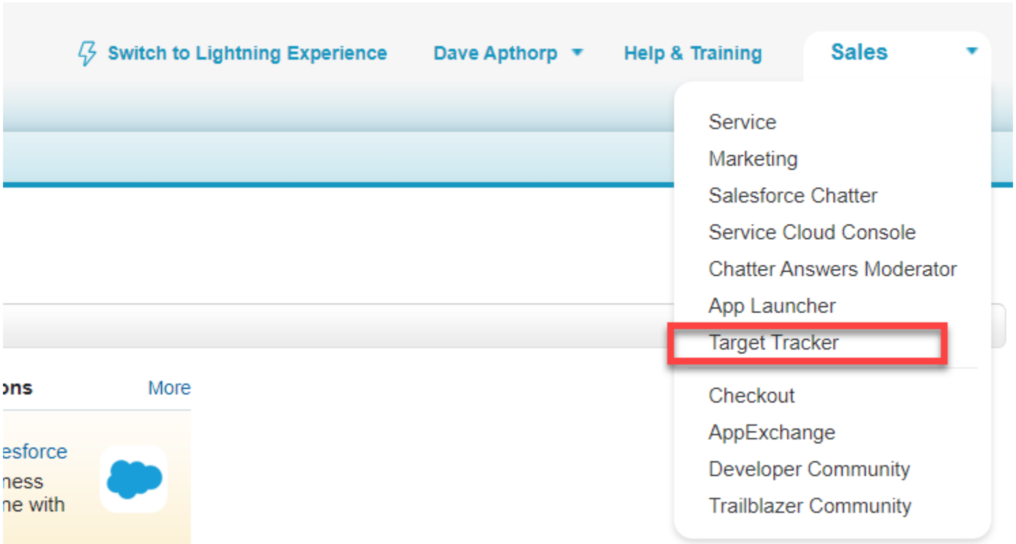
1.1 Create Targets

The Allocate Targets page is a quick and straightforward way to create monthly targets. No technical experience or know-how is needed to use the Allocate Targets page.

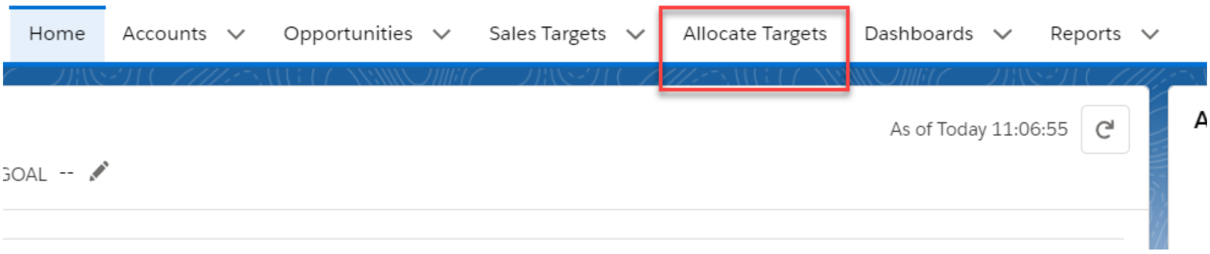
To begin, select the GSP Target Tracker app. In Lightning you do this by clicking on the nine-dot matrix at the left-hand end of the tabs, then on the GSP Target Tracker app.



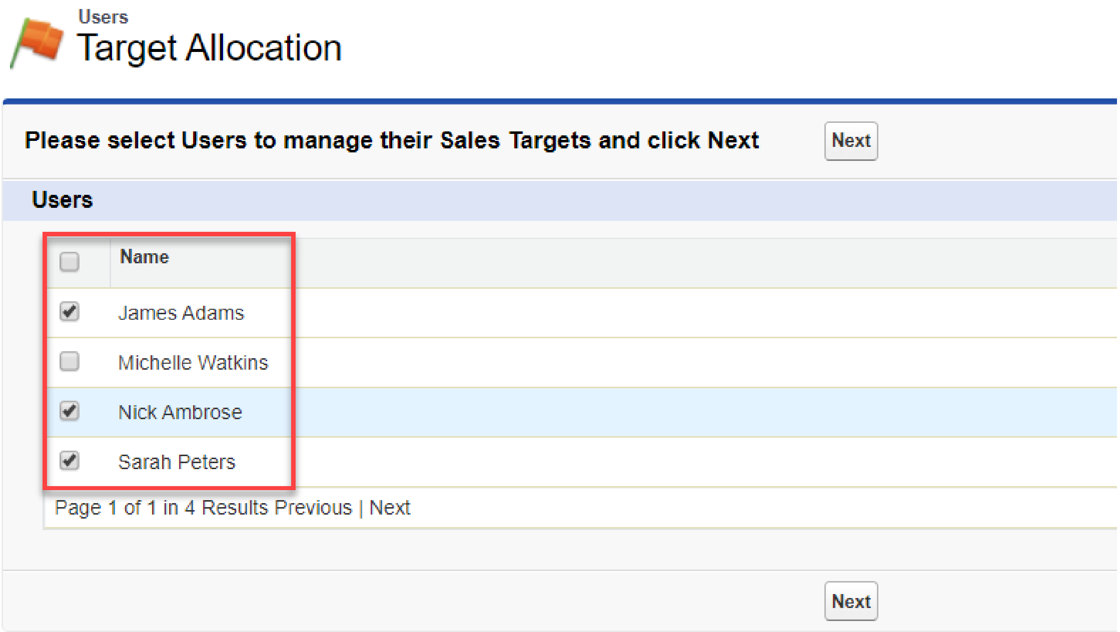
If you're using the Classic interface, select the GSP Target Tracker app from the menu in the top right.



In either case, you're now ready to click the Allocate Targets tab.



On the Allocate Targets page, start by selecting the Users for whom you want to create targets. In this case, we'll create targets for three people.

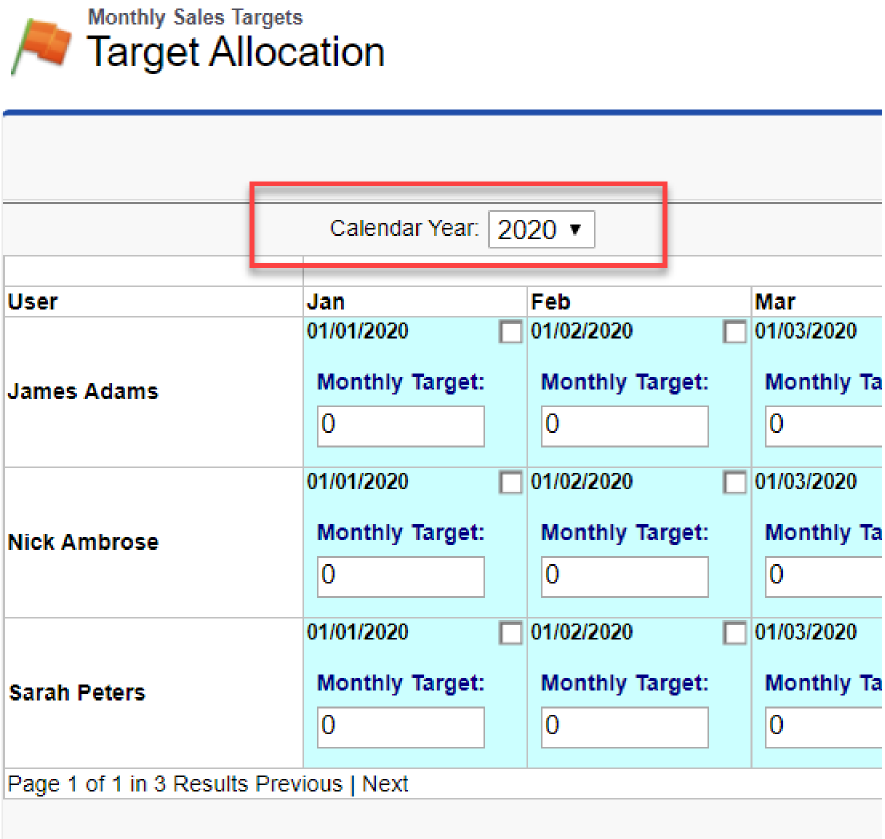


On the following page, select the Calendar Year for which you want to create targets.

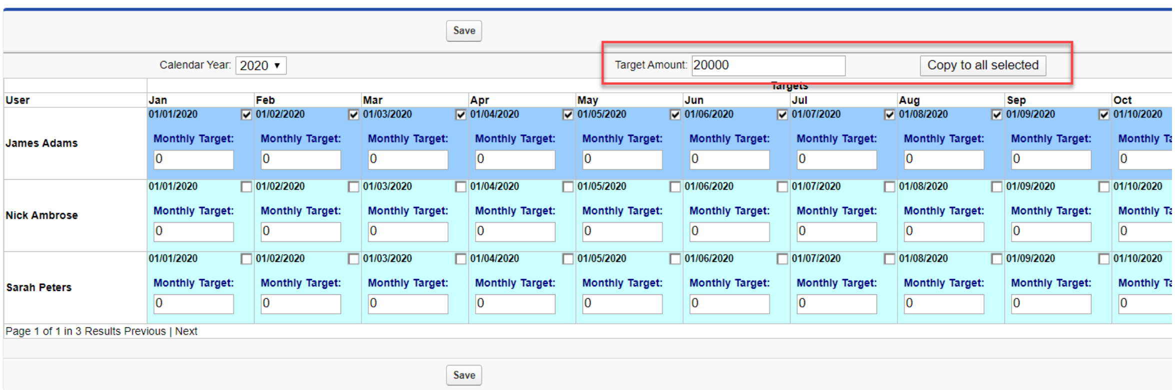
PLEASE NOTE:

1. If your Financial Year isn't the same as the Calendar Year, allocate targets first for the current calendar year; then repeat the process to allocate targets for the following calendar year.

2. If you don't yet know the target for the full year, no problem. Create targets with a value of zero and update them later using the Allocate Targets page or a List View.



After this, you can enter targets individually for each month. However, if your targets are the same for certain months or salespeople then a quicker way is to enter a target into the Target Amount field; then select the relevant columns or rows to which you want to apply this target.



In this case, we are creating a target of $20,000 per month for James Adams.

Enter a target figure for each User / month then click Save.

Pro Tip:
If the target figure is not yet published for all months, it's best practice to create the target with a figure of zero and modify the amount later.

Once saved go to the Sales Targets tab; click on the All Targets List View. You should see the targets you've just created.

(By the way, opportunities will link automatically to the relevant targets when you create the target records. There's no need to manually link opportunities to targets.)

Pro Tip:
When you create Sales Targets, Salesforce will take a few seconds to search through all existing opportunities that should link to target records. Be patient whilst this is happening and don't click the Save button again otherwise you will create duplicate target records! In Lightning, a popup will tell you when the process is complete.

3 Using a Custom Opportunity Field Instead of Amount

To compare sales performance against target, the GSP Target Tracker app uses the Opportunity Amount field by default.

However, not every business uses the Opportunity Amount field. For example, you may use ARR (Annual Recurring Revenue) or Margin to compare sales revenue with target.

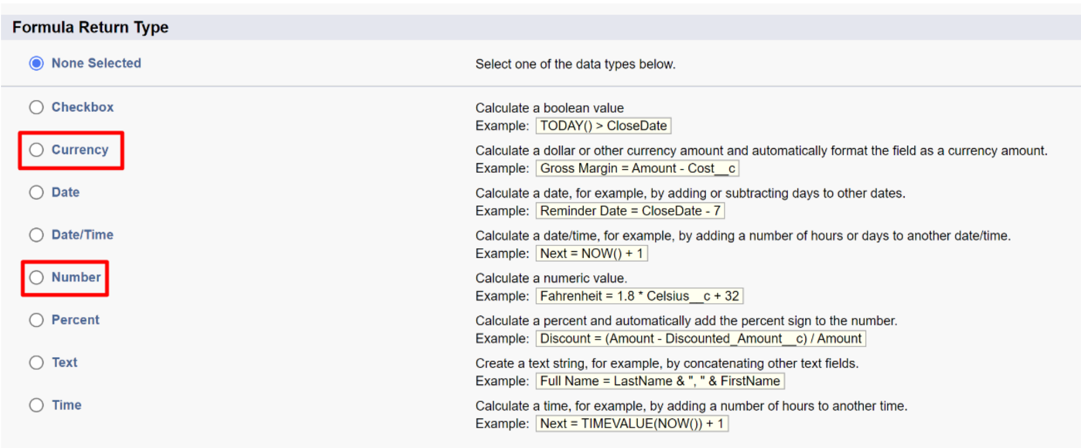
No problem, you can use this custom field with the GSP Target Tracker.

However, there is some configuration you will need to do to get the values rolling up correctly.

Do the following:

1. Create three new formula fields on the Opportunity referencing the custom field you wish to use on the Target Record.

   Depending on your business, your formula return type may be “Number” rather than “Currency”. An example of this would be if you are rolling up physical objects/sales rather than a monetary value.



   These three new formula fields will be used to calculate the following:
   - Target Field Won Amount
   - Target Field Pipeline Amount
   - Target Field Weighted Pipeline Amount

The formulas for each field are:

Target Field Won Amount:
IF (IsWon = TRUE , *CUSTOM AMOUNT FIELD HERE* , 0)

Target Field Pipeline Amount
IF (IsClosed = FALSE , *CUSTOM AMOUNT FIELD HERE* , 0)

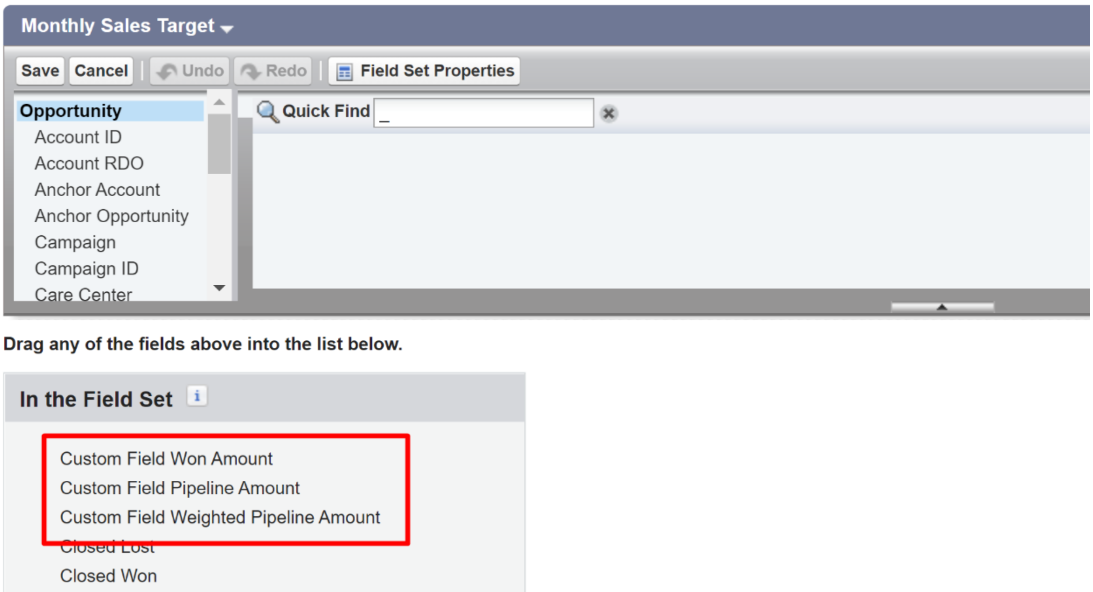
Target Field Weighted Pipeline Amount
IF (IsClosed = FALSE , *CUSTOM AMOUNT FIELD HERE* Probability , 0)

By rolling these values up to the Sales Target, we can now create the required Formula fields on the Sales Target.

<u>Pro Tip:</u>
Keep a note of the exact API names for each of these fields. You will need them again at a later step.

2. Now that you have created the fields on the Opportunity, you need to add them to the Opportunity field set called "Monthly Sales Target". This field set is included in the GSP Target Tracker package.

   This field set tells the app which fields to attempt to roll up to the Sales Target.



At this point, the configuration on the Opportunity is complete - remember to click save. Next, you need somewhere to store the rolled-up values on the Sales Target.

3. Create the same fields on the Sales Target, but this time, create them as either Number or Currency fields depending on your Opportunity formulas.

   This time, we are only storing the values, so there is no need to create formula fields.

   <u>Here is the important part:</u>
   Make sure the API names of your custom Sales Target fields match the API names of your custom Opportunity fields.

   This allows the system to match the fields accurately

   Once this has been done, your Opportunity fields will correctly roll up to the Sales Target record.

4 Using Different Types of Salesperson Target

With the GSP Target Tracker, you can also segment your Sales Targets based on the Type.

New Customer targets compared to Existing Customer targets, for example.

Do the following:

1. Go to Setup > Object Manager > Opportunity > Fields & Relationship > Target Type.
   (Type is a default field on the Opportunity Object, Target Type is GSP's custom field).

2. Add the values you would like to use to split your Sales Targets. This might align with a separate picklist you have been previously using.

3. Now that you have added the values to the Target Type picklist on the Opportunity, it's time to add the same values to the Target Type picklist on the Sales Target.

   Go to Setup > Object Manager > Sales Target > Fields & Relationship > Target Type.

   From here, add the same values to the Target Type picklist on the Sales Target.

   Once this has been done, your Opportunities will automatically link to Sales Targets with the corresponding Close Date **AND Target Type**. Remember to click the save button.

   Pro-tip:
   Create a workflow that automatically updates the Target Type field on the Opportunity based on the value of your pre-existing "type" field. That way, users can continue using the fields they are already used to!

5 Editing Target Records

Now that you've setup the targets, you might want to change them. For example, the target amounts have changed.

No problem.

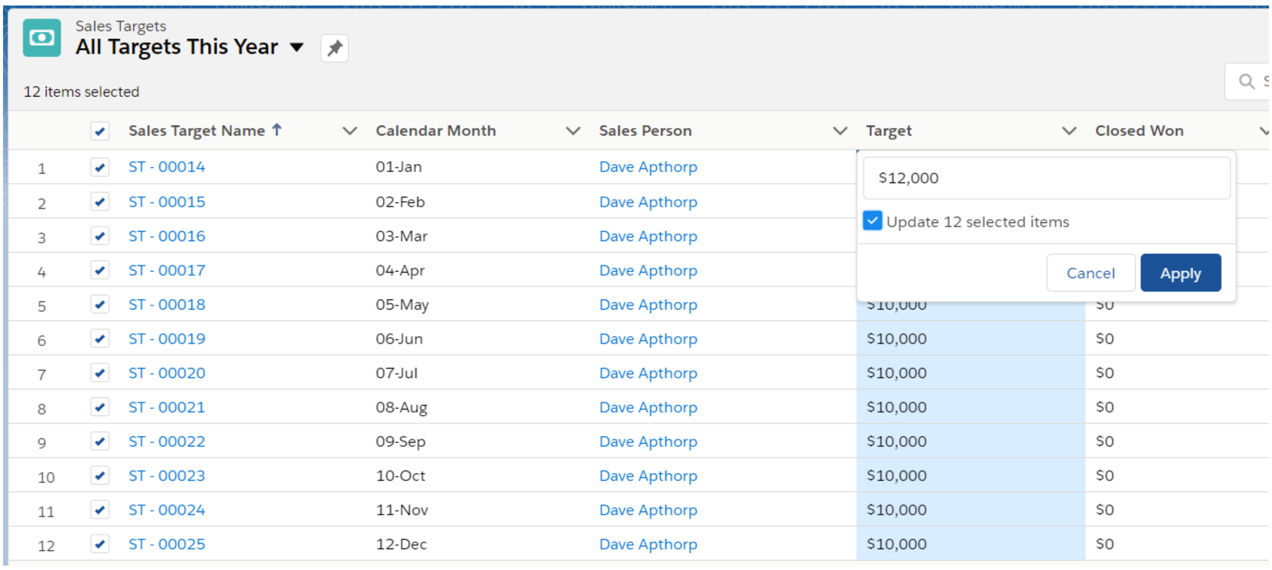
There's three easy ways to do this.

1. Use the Allocate Targets page to update targets.

   The process is very similar to when you created the targets. This time, just change the target amounts.

2. Use a List View.

   Use the mass inline editing facility on List Views to update multiple records.



3. Use the Apex Data Loader.

   Export the existing targets (remember to include the Sales Target Id). Update the Month Target field in Excel. Perform an update on the Sales Target object.

6 Exclude Opportunities from Targets

Sometimes you want to exclude certain types of opportunity from the Target Tracker app.

For example, let's say you have New Customer and Renewal opportunities. Let's also assume only the New Customer opportunities count towards the target.

No problem, all you need to do is exclude the Renewal opportunities.

Here's how to do that.

You need to automatically populate a checkbox field on the Opportunity, 'Do Not Link To Target'.

If this checkbox is True (in other words, has a tick mark in it) the opportunity will not link to a target. This means the values from the opportunity will not roll up to the target record.

In most cases, the easiest way to automatically set this field to True, is to create a Workflow Rule and Field Update. Use the business logic that's relevant to your business to set the Do Not Link To Target checkbox to True, for the relevant records.

7 Adjust Target Frequency (Optional)

The Target Tracker contains additional custom settings which allow the ability to customize the frequency in which Targets are being generated. By default, the app is configured to create monthly Targets. Using the included Custom Setting, it's possible to adjust this frequency to quarterly, annually, or anything in between.

To adjust the Target Frequency, do the following:

1. Go to Setup > Custom Settings > Click "Manage" next to the MST Target Period.

2. Click "New".

3. Add a Custom Name, along with the number of Months for the frequency (e.g. 3 months for quarterly, 12 months for annually).

Once this setting has been customized, the default monthly setting with be overridden.

8 Change the Reports and Dashboard Charts

The GSP Target Tracker comes with a pre-built Dashboard and set of reports.

Here's how to view the dashboard:

- In Lightning, click on the Dashboards tab. Then, on the left-hand side click All Folders. Click on the Targets Dashboard folder, then on the Company Target Dashboard (Lightning).

- In Classic, click on the Dashboards tab. In the dashboard picklist select Company Target Overview (Classic).

You can modify the reports in both Lightning and Classic. To do this, start by navigating to the underling report. Click Save As, to create a new version of the report. Then adjust the report to reflect your sales structure.

It's also possible to create a new version of the dashboard. A good place to start is by creating a new version of the dashboard; use Save As to create the new dashboard.

8 Frequently Asked Questions

Here's the answer to some common questions:

I want to schedule revenue from opportunities over time. It's the scheduled revenue I want to compare to targets, rather than the total opportunity amount. How do I do this?
You need our GSP Revenue Schedules app. This allows salespeople to quickly and easily schedule opportunity product revenue over time. You can create targets based on the scheduled revenue rather than the full opportunity amount.

Here's where you can find the Revenue Schedules app on the AppExchange:
https://appexchange.salesforce.com/appxListingDetail?listingId=a0N3A00000FeFdGUAV

Alternatively, search for revenue schedules in the AppExchange search box.

Can I install the Target Tracker in my sandbox to test it?
Yes, login to the AppExchange using your normal production username and password. Click the Get It Now button on the Target Tracker listing. You'll be asked whether you want to install the app into your production or sandbox environment.

I got an install error 'User doesn't have permission to create dashboard with colors'.
We've changed some of the colors on the Target Tracker dashboard from the standard colors in order to improve the impact. This installation error happens if the system administrator (or other user installing the app) hasn't previously been given the permission to change dashboard colors.

There are some simple steps to correct this that you can find here.
https://help.salesforce.com/articleView?id=000349418&language=en_US&mode=1&type=1

Follow the instructions, then re-install the Target Tracker app.

I got an install error 'The ActionId specified was invalid for ActionType Quick Action'.
You haven't got Chatter enabled in your Salesforce environment. You company doesn't need to use Chatter, but you need to have it enabled (including the Actions In the Publisher setting).

To do this, search for Chatter Settings in the configuration search box. Click the Edit button. Enable Chatter AND the "Actions In the Publisher" setting further down the page.

You should now be good to install the Target Tracker app.

Can I have a free trial?
Yes, everyone gets a 14-day free trial to test and evaluate the app. You can uninstall the app at any time if you decide not to go ahead.

How do I buy the GSP Target Tracker?
After you've installed the trial version of the app, go back to the AppExchange listing. Login to the AppExchange using your username and password.

The Get It Now button will have changed to a Buy Now button. Click the button and follow the instructions.

If you've previously installed a trial version of the app in Production, you won't lose your existing data. The app will be upgraded to a paid-for version which means you can continue to use both the app and the data you've already created.

I want to go ahead and purchase the app. How long is the contact for?
There's no long-term contract or commitment. We charge a monthly fee via the AppExchange. You can uninstall the app at any time and the monthly subscription will be automatically cancelled.

Does any data in the Target Tracker leave my Salesforce environment?
No, all data remains within your Salesforce system.

Can GSP see the target or opportunity data?
No, we have no visibility of any data within your Salesforce environment.

Is it possible to customize the GSP Target Tracker further?
Yes, many of our customers have unique customizations based on company-specific needs. Get in touch (see below) to talk to us.

I have a question or need some help. What do I do?
Don't hesitate, get in touch with us. Here's the link to our Contact Us page.
https://garysmithpartnership.com/contact-us/

Alternatively, search for The Gary Smith Partnership in Google. Click on the Contact Us tab on our website.

Remind me where I can find the GSP Target Tracker on the AppExchange.
Here's the Listing:
https://appexchange.salesforce.com/listingDetail?listingId=a0N3A00000FvIf6UAF

Or search for Targets in the AppExchange search box.

How do I access the app custom settings?
To access the custom settings, go to Setup and search for the term "Custom Settings" in the search bar on the far-left hand side of the screen.

Do opportunities within our pipeline feed into the target tracker app?
Yes! After installation, all you need to do is create the relevant targets in the system. All existing Opportunities (both Pipeline and Closed deals) will automatically feed into the Target metrics.

How do I edit the fiscal year in Salesforce?
To edit the Fiscal Year in Salesforce, go to setup and search for the term "Fiscal Year" in the search bar on the far-left hand side of the screen.

From here, you can Start Date of your fiscal year, along with whether your Fiscal Year is based on the ending month or the starting month.

9 Get More Help

Do not hesitate to get in touch if you have any questions about the GSP Target Tracker, or any of our other apps.

It's easy to do; simply go to our website and enter your details into the Contact Us form. We'll reply to you and arrange a good time to talk.
https://garysmithpartnership.com/contact-us