

Varasi Account Management User Guide

Table of Contents

1. Welcome to Varasi Account Management	2
1.1 Why Strategic Account Management	2
1.2 Why Varasi Account Management	2
1.3 Varasi Account Management for your Salesforce Instance.....	3
<i>Table 1.3.1: List of Objects</i>	3
1.4 Setup Requirements	3
1.4.1 Steps to Enable My Domain	4
2. Using Varasi Account Management	6
2.1 Navigating through Varasi Account Management.....	6
<i>Figure 5: Varasi Account Management App in App Launcher</i>	6
2.2 Setup Account Management App	7
2.2.1 Strategic Accounts.....	7
2.2.2 Health Metrics	7
2.2.3 Checklists.....	7
2.2.4 Offerings.....	7
2.2.5 Budgets.....	8
2.2.6 Goals	8
2.2.7 Account Insights	8
2.2.8 Other setup.....	8
2.3 Account Management Home Page	9
2.4 Account Page.....	9
2.4.1 Account Health Metrics	10
2.4.2 Business Reviews.....	11
2.4.3 Initiatives	11
2.4.4 Relationships	11
2.4.5 Expenses.....	11
2.4.6 Account Plans.....	12
2.4.7 Offering Coverage.....	12
2.4.8 Campaigns	13
3. What Next	13

1. 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 outcomes 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, the impact on your reputation and credibility just to name a few.

Needless to say that 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 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
- Manage account based marketing initiatives
- Proactively manage issues at the account
- Early warning systems
- Portfolio management for senior leadership

1.3 Varasi Account Management for your Salesforce Instance

Varasi Account Management contains following key custom objects to manage specific account information

Custom Object Name	Description
Account Budget Detail	Tracks yearly budgets in different categories for all accounts
Account Checklist	Tracks checklists created for different categories against various accounts
Account Health Metrics	Account Health Scores
Account Expense Detail	Tracks various expenses against different budgets in accounts
Account Goal	Tracks various soft targets assigned against accounts
Account Target	Tracks yearly account targets
Business Review	Stores information related to any business review meetings
Program	Tracks various initiatives being implemented at the customer accounts
Program Tracks	Tracks various projects/tracks under respective initiatives being implemented at the customer accounts
Account Recommendation	Stores all recommendations generated by the Varasi Account Management app against respective accounts

Table 1.3.1: List of Objects

1.4 Setup Requirements

- My domain should be enabled and deployed for all users in the Salesforce Org. It's required for the lightning components to work properly in the lightning interface. Varasi Account Management is not supported in Classic.

1.4.1 Steps to Enable My Domain

- From Setup, enter **Domain** in the Quick Find box, then select **My Domain**. You will find **My Domain** under **Company Settings** sub menu.

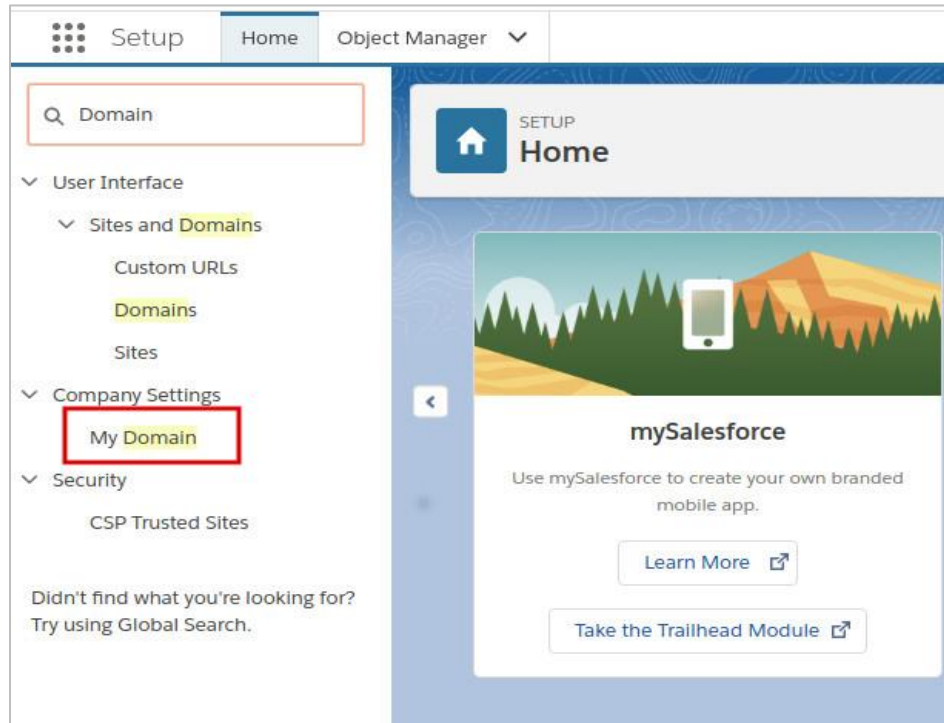


Figure 1: Search Domain in the Quick find box in Setup

- Enter the name for your subdomain (1).

My Domain Help for this Page

My Domain Step 1

Showcase your company's brand and keep your data more secure by adding a custom domain name to your Salesforce URL. Because having a custom domain is more secure, some Salesforce features require it. It's easy to set up My Domain—the hardest part is choosing a name that your stakeholders can agree on.

Step 1 Choose Domain Name

Choose Your Domain Name

Enter a domain name and check whether it's available. Be sure of your name before registering. Only Salesforce Customer Support can change your domain name once it's registered. Your domain name can be up to 34 characters. It can include letters, numbers, and hyphens; but it can't start or end with a hyphen.

https://varasidev 1

2 Available

3 After you click Register Domain, Salesforce takes a few minutes to update its naming registries. You receive an email when it's done.

Figure 2: Give your own domain name and Click on Check Availability

- Click **Check Availability** (2). Salesforce checks whether this domain name is already in use.
- Click on the Register **Domain** button when you see **Available** (2) green text.
- You will receive an email telling you that the process is completed. Behind the scenes, Salesforce prepares your subdomain and updates its domain name registries. It can take a few minutes.
- Refresh current page. You can see **Log In** button

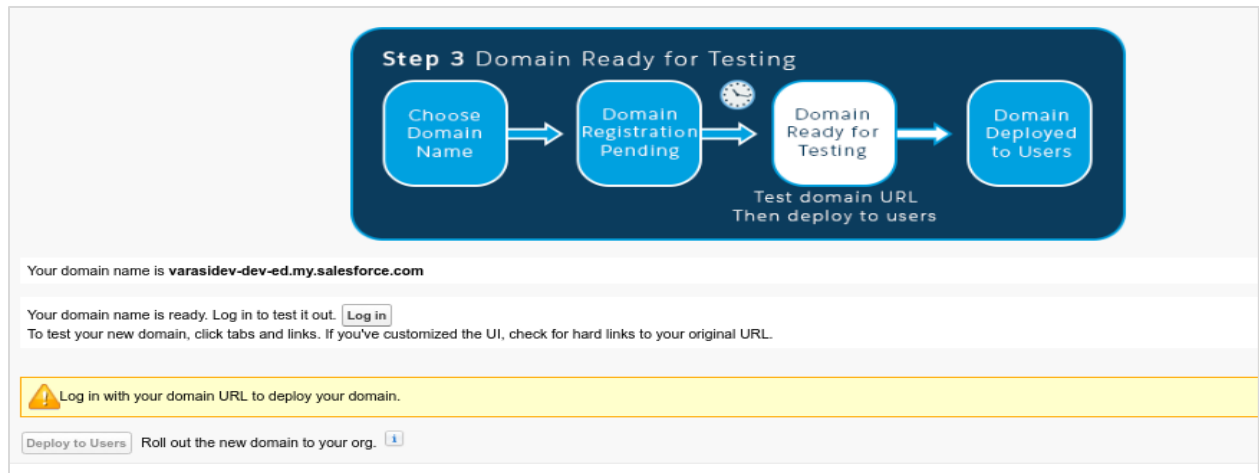


Figure 3: Acknowledgement of Domain ready

- Click on **Log In** button. Browser may prevent from opening login window. Log In into your org using above registered subdomain.
- Open **My Domain** page as mentioned in step 1. Now you can see that **Deploy to users** button is enabled

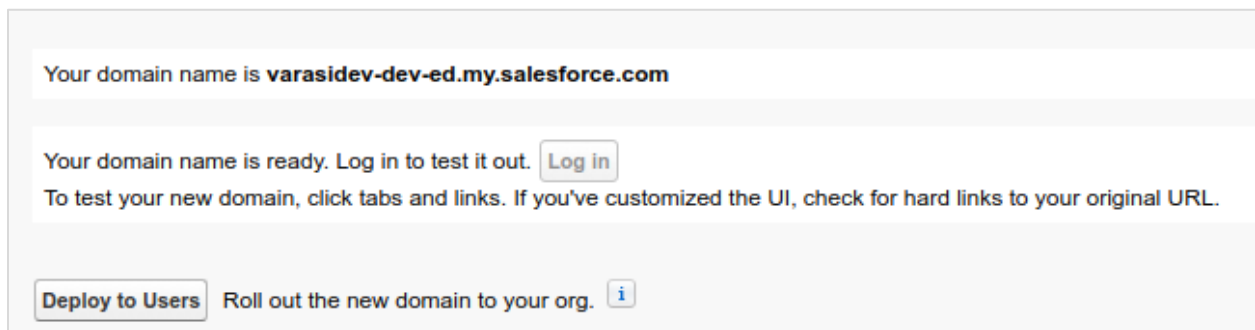


Figure 4: Once ready, click on Deploy to Users

- Click on **Deploy to users** button. You will receive a confirmation popup with the message ‘When you deploy the new domain, we activate it immediately. Only Salesforce Customer Support can disable or change your domain name once it's deployed.’ Click **Ok**. Now you are done with all the steps necessary to register **My Domain**.

For more information, refer to the Salesforce help documentation for My Domain https://help.salesforce.com/articleView?id=domain_name_overview.htm&type=5

2. 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

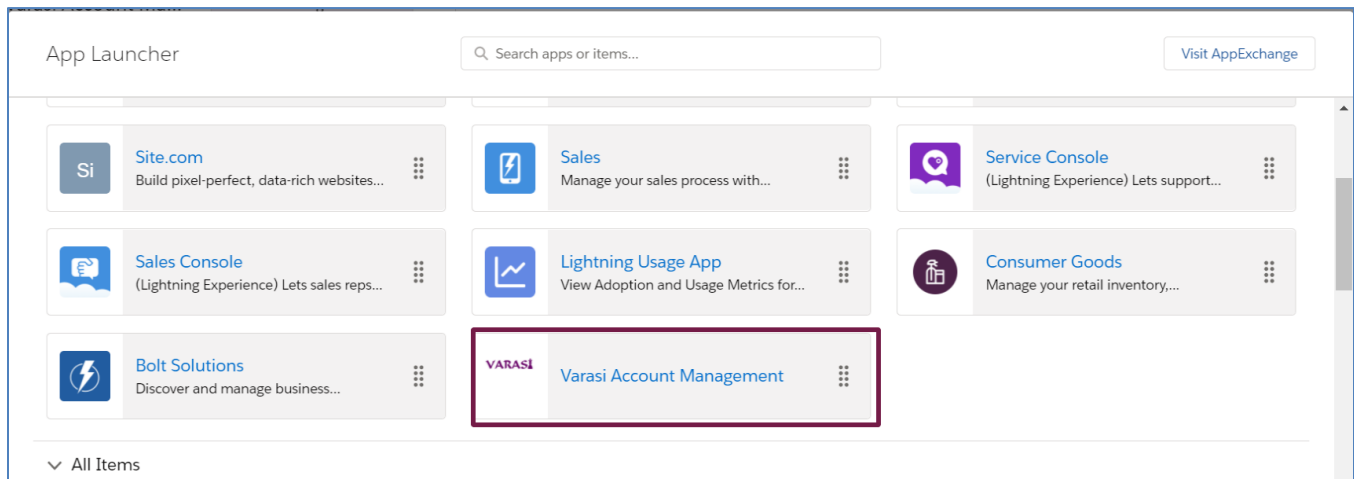


Figure 5: Varasi Account Management App in App Launcher

- In the Varasi Account Management app, you see the following tabs.
- Tab Details
 - **Account Management Home:** App Home Page
 - **Setup:** Setup page for Admin of app
 - **Accounts:** Accounts tab

2.2 Setup Account Management App

Before using the app, a few areas need to be setup so that the app can be used most effectively. Setup following areas as per your needs. This setup needs to be completed from the “Setup” tab of the Varasi Account Management app.

2.2.1 Strategic Accounts

Use this area to select the strategic accounts you will manage in Varasi Account Management app. This section shows the accounts selected and excluded from Varasi Account Management app.

2.2.2 Health Metrics

Use this tab to create health metrics by category. Add a category first and then add health metrics in each category. It is best not to have more than 10 total health metrics for better adoption and effective use. These health metrics can then be assigned value for each account every month or quarter.

2.2.3 Checklists

Different types of checklists and specific items in each checklist can be configured in this tab. These checklists are available throughout Varasi Account Management app to manage various aspects of account management effectively

2.2.4 Offerings

Company product/service offerings by category can be configured in this tab. These offerings allow you to review offering coverage in an account and identify gaps that can be targeted for further selling

2.2.5 Budgets

Various types of budgets (e.g. Travel, Training) and any sub-categories within a budget (Air ticket, Taxi, Hotel etc.) can be configured in this tab. The expenses can be recorded against these same categories and subcategories

2.2.6 Goals

Any soft goals for the account manager can be configured in this tab with category and sub-category level setup. The soft goals such as number of meetings, product demos, limits on escalations, number of exec level relationships etc. help in structuring the account manager's engagement with the account to achieve the targets.

2.2.7 Account Insights

Varasi Account Management app comes with a few account insights that can be configured by the system admin to trigger notifications based on insight specific thresholds. Following insights are available to be configured

1. Account Health Score % Drop: An insight is triggered if month over month % drop in average health score is more than this threshold
2. Unused Checklist: An insight is triggered if none of the items in a checklist is checked even after configured days from creation.

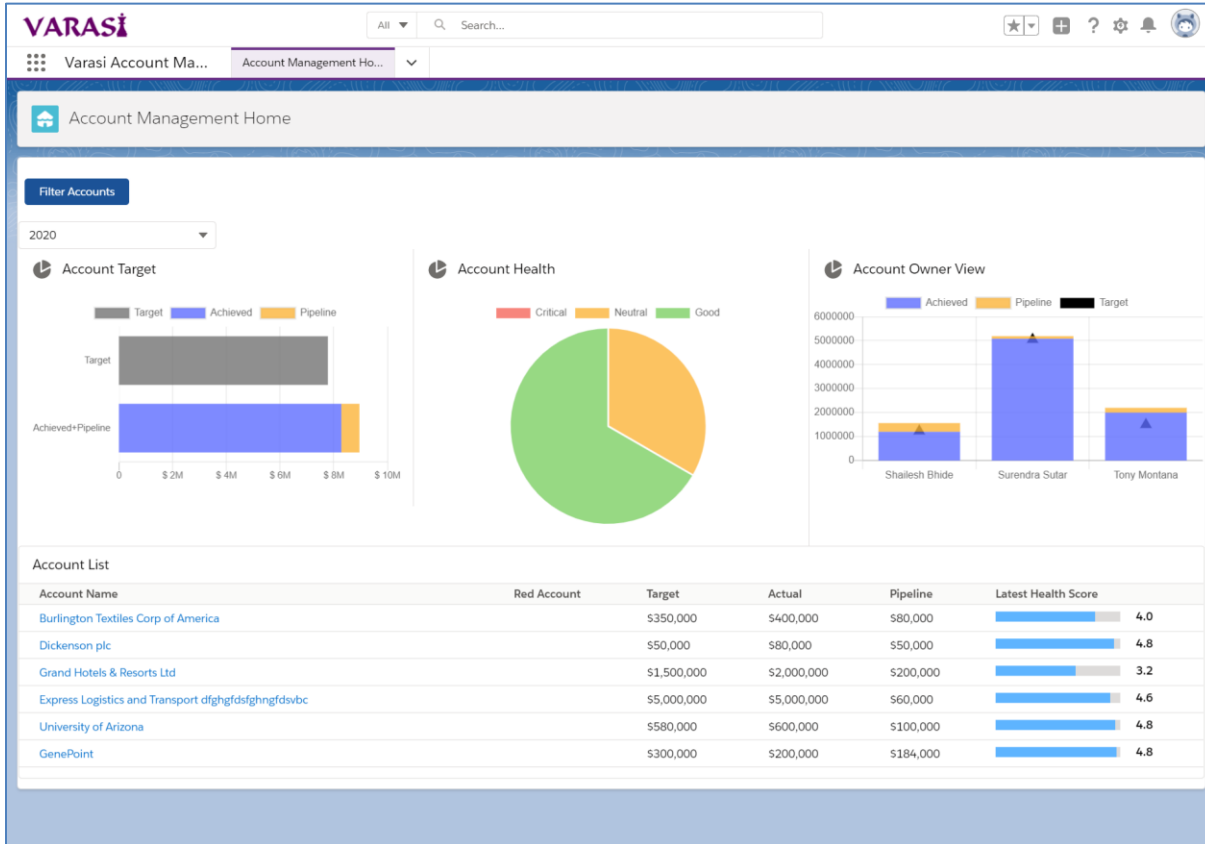
2.2.8 Other setup

A few other areas in setup are configured here as follows

1. Internal Account: Typically, all internal company employees/partners are not users of Salesforce, but they are mentioned, referenced, or notified during various activities of account management. An account can be created for your company and all such employees, partners can be created as contacts for easy reference inside Varasi Account Management app. This internal account can be configured here.
2. Visibility: Visibility of various account management modules can be set here. Any modules not required or not relevant to your account management process can be hidden from here
3. Roles: Specific Opportunity contact roles to assign a sponsor credit or to assign a soft credit during deal close can be configured here.

2.3 Account Management Home Page

The home page shows a summary of all accounts included in the Varasi Account Management app. The accounts to view can be further filtered using the filter button. The homepage shows consolidated account targets vs actuals, distribution of accounts by their latest health score and owner wise target distributions.



2.4 Account Page

The account page in the Varasi Account Management app is the dashboard where the account manager can access all the relevant information about the account. It contains account regular health scores, track of all business review meetings, key milestones and notes about important initiatives and projects at customer site, key relationships at account, account targets, budgets and expenses. All these details are available under “Account Management” tab. Below are the details of the key metrics available

VARASI

All ▾

★
+
?
⚙️
🔔
👤

Varasi Account Ma...
Account Management Ho...
GenePoint ▾ X

Account

GenePoint

✓ Following
Edit
View Account Hierarchy
Check for New Data ▾

Account Summary

2020 ▾

Target Vs Achieved

Target: ~\$300K
Achieved+Pipeline: ~\$350K

Account Health Score

Score starts at 4.6 in Jan, peaks at 5.0 in Jul, and drops to 2.5 in Dec.

Account Insights

Account Health : Average account health score dropped by more than 20% in the month of December 2020

Account Checklist : None of the Account Onboarding checklist items are complete 20 days after checklist creation

View All

Account Management
Details
Related
Activity

- Account Health
- Relationships
- Expenses
- Account Plans
- Offering Coverage
- Campaigns

Account Health
Business Review
Cases
Configure Notification
Escalate to Red

New Health Metric

Name	Month	Year	Health Indicator
AHM-0214	December	2020	2.5
AHM-0338	November	2020	4.8
AHM-0071	October	2020	4.2
AHM-0088	September	2020	4.8
AHM-0066	August	2020	4.8
AHM-0087	July	2020	5.0
AHM-0086	June	2020	5.0
AHM-0085	May	2020	4.6
AHM-0084	April	2020	5.0
AHM-0067	March	2020	4.6
AHM-0070	February	2020	5.0
AHM-0083	January	2020	4.6

2.4.1 Account Health Metrics

Overall account health on multiple categories, sub-category dimensions can be recorded using account health metrics. A new record can be created by assigning scores on various metrics. The metrics by category and sub-category are defined during app setup. An average health score is automatically calculated. It is recommended that a health score record is created at regular intervals, say every quarter, to keep track of overall account health on multiple dimensions. The average health score is tracked and a significant drop is identified as an account insight

2.4.2 Business Reviews

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

Name	Date	Review Assessment		
2020 Q4	2020-12-30	Yellow	View	+ ▾
2020 Q3	2020-09-30	Red	View	+ ▾
2020 Q1	2020-03-25	Green	View	+ ▾

2.4.3 Initiatives

Important initiatives at your account as well as any projects in those initiatives can be tracked here. You can track key milestones, project progress and any additional information about the projects and initiatives.

2.4.4 Relationships

Relationship details show the amount of business generated from specific contacts at the account. You can also assign soft credits to contact roles based on their influence in certain deals. The roles to consider for deal sponsorship credit or soft influence credit are configured during setup.

2.4.5 Expenses

Any expenses throughout the year can be tracked against the respective budgets in this tab. The categories and subcategories for budgets and expenses are configured during app setup in “Setup” tab.

The screenshot shows the 'Account Management' interface with a sidebar on the left containing 'Account Health', 'Relationships', 'Expenses', 'Account Plans', 'Offering Coverage', and 'Campaigns'. The main content area has tabs for 'Details', 'Related', and 'Activity'. A 'Set Expense' button is in the top right. Below is a table with columns: Name, Overall Budget, and Budget Used.

Name	Overall Budget	Budget Used
2020 Sales Budget (1)	\$16,833.00	\$45.00
Travel (3)	\$16,633.00	\$45.00
2019 Training Budget (1)	\$3,500.00	\$4,610.00
Travel (3)	\$3,500.00	\$4,610.00
2019 Sales Budget (2)	\$1,530.00	\$1,500.00
Travel (1)	\$30.00	\$600.00
travel to conference		\$600.00
Training (1)	\$1,500.00	\$900.00
Sales Planning supplies		\$900.00

2.4.6 Account Plans

Account Plan is the tab where yearly account targets, soft goals and budgets are set. Account managers should use this tab to plan their year with appropriate targets and budgets. Once targets are set, the Varasi Account Management app automatically tracks progress against the targets using opportunity pipeline for the respective account.

The screenshot shows the 'Account Management' interface with a sidebar on the left containing 'Account Health', 'Relationships', 'Expenses', 'Account Plans', 'Offering Coverage', and 'Campaigns'. The main content area has tabs for 'Details', 'Related', and 'Activity'. A 'Set Target' button is in the top right. Below is a table with columns: Name, Year, Target, Achieved, Pipeline, and actions (View, +, dropdown).

Name	Year	Target	Achieved	Pipeline	View	+	Dropdown
2019 Sales Target	2019	\$480,000.00	\$110,000.00	\$7,500.00	View	+	Dropdown
2020 Sales Target	2020	\$300,000.00	\$200,000.00	\$184,000.00	View	+	Dropdown

2.4.7 Offering Coverage

Offering coverage tab shows the current company offerings sold to the account vs other available offerings that can be sold for further growth in the account. The account managers can use this tab to record their analysis of different growth opportunity as pertaining to company offerings not yet sold in the account.

2.4.8 Campaigns

Campaigns tab shows all campaigns setup in Salesforce. Account managers can use this tab to review and create any account based marketing campaigns.

Campaign Name	Start Date	End Date	Budgeted Cost	Actual Cost	Type	Status
GC Product Webinar ...	2019-11-13	2019-12-31	\$10,000.00	\$11,400.00	Webinar	Completed
User Conference - Ju...	2019-04-01	2019-04-17	\$100,000.00		Conference	Planned
DM Campaign to Top...	2020-09-02	2020-09-29	\$25,000.00	\$23,500.00	Direct Mail	Completed
International Electric...	2019-01-09	2019-01-09	\$50,000.00		Trade Show	Planned

3. What Next

We are constantly working on improving the Varasi Account Management app. New features are added to it regularly. So, lookout 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