



CONFIGURATIONS THAT DRIVE
VALUE FROM SALESFORCE

OPPORTUNITY MANAGEMENT STRATEGIES

Allows sales reps to manage leads and opportunities throughout the sales process

OPPORTUNITY STRATEGIES

1

Set up different opportunity record types based on your sales process stages

2

Use the Kanban view to visualize and manage opportunities by stage

3

Create custom fields to track additional information relevant to your sales process

4

Create custom opportunity stages to match your sales process

5

Use the Forecasting feature to track and predict sales revenue

6

Set up automated opportunity scoring based on criteria like lead source or account industry

7

Use the Lightning Sales Console to manage multiple opportunities at once

8

Implement validation rules to ensure data accuracy and completeness

9

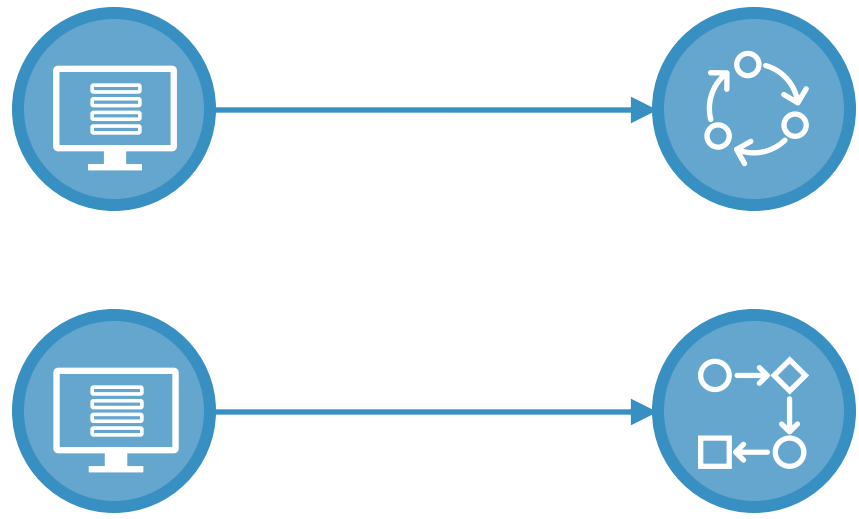
Use workflow rules to automate tasks like email notifications or field updates

10

Set up approval processes for opportunities above a certain threshold

SET UP DIFFERENT OPPORTUNITY RECORD TYPES BASED ON YOUR SALES PROCESS STAGES

For example, a company that sells different types of products or services may have different sales processes for each offering. By setting up separate record types for each type of opportunity, the sales team can more easily track and manage the sales process for each product or service.



Additionally, each record type can have its own set of fields, page layouts, and validation rules, which can help ensure that the sales team is collecting the right information and following the correct process for each type of opportunity. This can help improve data quality and consistency across the organization.

Furthermore, using different record types can also allow for better reporting and analysis of the sales pipeline. Sales managers can easily see how each product or service is performing and identify areas for improvement or growth.

Overall, setting up different opportunity record types based on your sales process stages can help streamline and optimize the sales process, improve data quality and consistency, and provide better visibility into the sales pipeline for more informed decision making.

USE THE KANBAN VIEW TO VISUALIZE AND MANAGE OPPORTUNITIES BY STAGE

Let's say you are a sales manager at a software company, and you use Salesforce to manage your sales process. You have a complex sales process with multiple stages, and it can be difficult to keep track of where each opportunity stands in the process.

By setting up different opportunity record types based on your sales process stages, you can customize the opportunity fields, page layouts, and picklists for each stage of the process. For example, you might have a record type for "Qualification," "Needs Analysis," "Proposal," and "Closed Won."

Using different record types helps you to organize your opportunities based on where they are in the sales process and allows you to capture specific information that is relevant to each stage. This can help you to quickly identify which opportunities need attention and provide you with the necessary information to move them forward in the sales process.



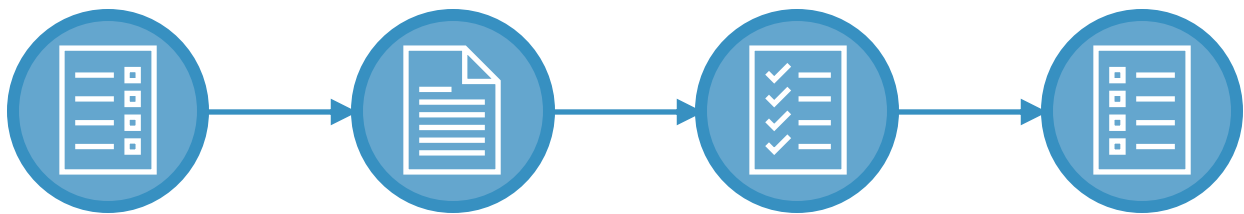
In addition, by using the Kanban view to visualize and manage opportunities by stage, you can easily see the status of each opportunity and identify any bottlenecks in the sales process. This allows you to focus your efforts on opportunities that are most likely to close and prioritize your follow-up accordingly.

Overall, using different opportunity record types and the Kanban view can help you to streamline your sales process, improve visibility into the sales pipeline, and increase the likelihood of closing deals.

CREATE CUSTOM FIELDS TO TRACK ADDITIONAL INFORMATION RELEVANT TO YOUR SALES PROCESS

Let's say you work for a company that sells software products to businesses. As part of your sales process, you need to track the industry that each opportunity is in, as well as the size of the business that you're selling to.

By creating custom fields in Salesforce, you can easily track this information and use it to inform your sales strategy. You might create an "Industry" picklist field, where you can select from a list of industry categories such as "Technology," "Healthcare," or "Finance." You might also create a "Company Size" field, where you can enter the number of employees or annual revenue for each business you're selling to.



The benefits to the business for doing this are numerous. By tracking additional information about each opportunity, you can:

- Segment your sales pipeline by industry or company size, which can help you identify trends and prioritize your sales efforts accordingly.
- Personalize your sales approach based on the specific needs and pain points of each business you're selling to.
- Analyze your sales data in more detail, which can help you identify areas where you can improve your sales process and increase revenue.

Overall, creating custom fields to track additional information relevant to your sales process can help you better understand your customers and make more informed sales decisions.

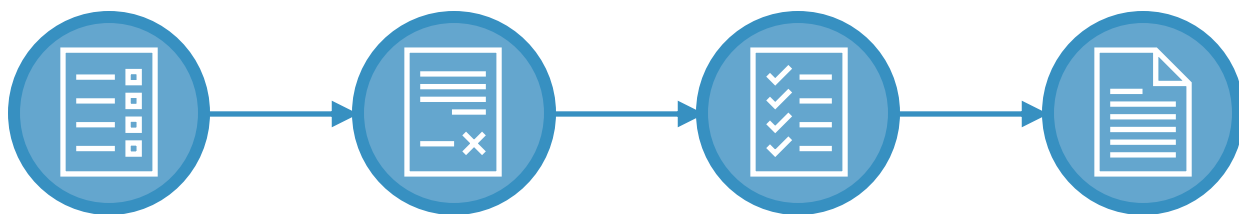
CREATE CUSTOM OPPORTUNITY STAGES TO MATCH YOUR SALES PROCESS

Let's say a company has a complex sales process that involves multiple stages, such as "Prospecting," "Qualification," "Needs Analysis," "Proposal," "Negotiation," and "Closed/Won" or "Closed/Lost." However, they have found that their current opportunity stages in Salesforce don't align well with their process, and they often have to resort to using the "Other" stage, which leads to confusion and lack of visibility into the sales pipeline.

To address this issue, they decide to create custom opportunity stages that match their sales process. They add the stages mentioned above and configure the sales process to require certain fields to be completed before progressing to the next stage.

By doing so, the company gains the following benefits:

- **Increased visibility:** The custom stages allow them to track opportunities more accurately and get a better understanding of where they stand in the sales process. This visibility enables them to forecast sales more accurately and make data-driven decisions.
- **Better collaboration:** The custom stages help sales reps communicate more effectively with each other and with other teams, such as marketing and customer success. Everyone has a clear understanding of what needs to happen at each stage, which reduces confusion and improves collaboration.
- **Improved efficiency:** With a clear sales process and custom stages, sales reps can focus on moving opportunities through the pipeline rather than trying to figure out what to do next. This results in faster deal cycles and more closed deals.



Overall, creating custom opportunity stages that match the company's sales process is a simple but powerful configuration that can have a significant impact on sales productivity and revenue.

USE THE FORECASTING FEATURE TO TRACK AND PREDICT SALES REVENUE

For example, a sales team can use Salesforce's forecasting feature to track their sales performance against their revenue targets. They can also use it to analyze their sales pipeline and identify which opportunities are most likely to close. By analyzing the data in real-time, the sales team can make informed decisions about which deals to prioritize and where to focus their efforts.

Additionally, Salesforce's forecasting feature can help organizations improve their planning and budgeting processes by providing them with accurate revenue projections. This can help organizations better allocate their resources and plan for future growth.



Overall, using Salesforce's forecasting feature can provide organizations with valuable insights into their sales performance and help them make data-driven decisions to drive revenue growth.

SET UP AUTOMATED OPPORTUNITY SCORING BASED ON CRITERIA LIKE LEAD SOURCE OR ACCOUNT INDUSTRY

One real-world example of this Salesforce configuration is a company that sells software products. They may use automated opportunity scoring to prioritize opportunities based on the lead source or account industry. For instance, if they receive a lead from a partner company that has a history of referring high-quality opportunities, they may want to assign a higher score to that opportunity.

On the other hand, if a lead comes from an industry that historically has lower conversion rates, they may assign a lower score to that opportunity. By doing so, they can ensure that their sales team focuses on the most promising opportunities and maximizes their chances of closing deals. This can lead to increased sales productivity and revenue growth for the business.



USE THE LIGHTNING SALES CONSOLE TO MANAGE MULTIPLE OPPORTUNITIES AT ONCE

The Lightning Sales Console in Salesforce is a customizable workspace designed for sales representatives to manage their opportunities efficiently. A real-world example of using the Lightning Sales Console is a sales team that has many opportunities in various stages of the sales process, which can be challenging to manage.

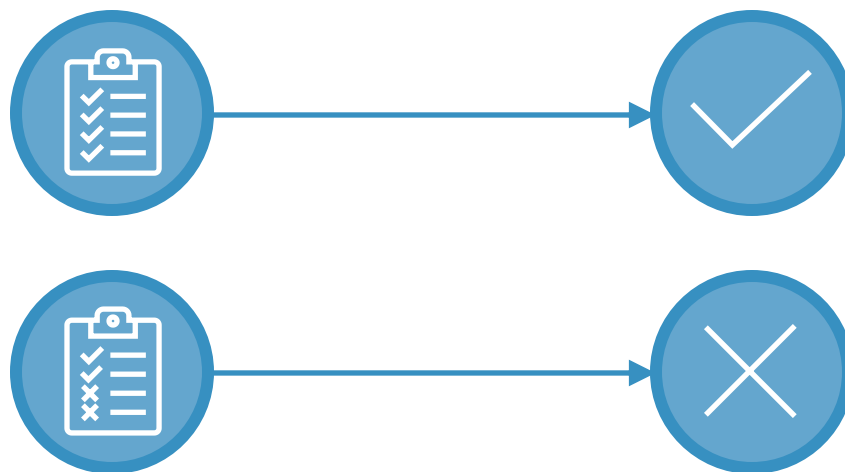
Using the Sales Console, the sales team can customize the layout to display relevant information about their opportunities, such as opportunity name, stage, close date, and amount. The console also provides quick access to related records like contacts, accounts, and activities, allowing sales reps to easily find and manage all the information they need in one place.



By using the Lightning Sales Console, sales reps can work more efficiently, reducing the time spent switching between screens or looking for information. This leads to improved productivity, increased sales efficiency, and better customer service, as reps can quickly provide the information customers need and take action on opportunities that require attention. Additionally, by customizing the console to fit the sales process, sales managers can gain better visibility into their team's performance, identify bottlenecks, and take steps to improve sales productivity.

IMPLEMENT VALIDATION RULES TO ENSURE DATA ACCURACY AND COMPLETENESS

A real-world example of implementing validation rules in Salesforce could be to ensure that sales representatives enter complete and accurate data when creating new opportunities. For instance, a validation rule could be set up to require that certain fields such as the opportunity amount, close date, or stage are filled in before the opportunity can be saved. This ensures that the data in the system is consistent, accurate and up to date, which can help sales reps and their managers make more informed decisions based on the available information.



Additionally, ensuring that data is accurate and complete can also help to minimize errors and reduce the time needed for data cleanup, which can save the company time and resources in the long run.

USE WORKFLOW RULES TO AUTOMATE TASKS LIKE EMAIL NOTIFICATIONS OR FIELD UPDATES

A company wants to ensure that all new opportunities created by their sales team have the appropriate fields filled out, such as the opportunity type and expected close date. They also want to send a notification to the sales rep's manager when a new opportunity is created. To accomplish this, they can set up a workflow rule that triggers when a new opportunity is created. The rule can include criteria that checks if the required fields are filled out, and if they are not, the workflow can send an email to the sales rep reminding them to fill in the missing information.



Additionally, the workflow can include an email alert action that sends a notification to the sales rep's manager, letting them know that a new opportunity has been created. This allows the manager to stay informed of new business opportunities and follow up with their team if needed.

The benefits to the business of using workflow rules in this way include increased data accuracy and completeness, improved communication between sales reps and their managers, and greater visibility into the sales pipeline. By automating these tasks with workflow rules, the sales team can focus on selling and closing deals, while the system takes care of ensuring data quality and keeping everyone informed.

SET UP APPROVAL PROCESSES FOR OPPORTUNITIES ABOVE A CERTAIN THRESHOLD

Setting up approval processes for opportunities above a certain threshold can help businesses ensure that all high-value deals receive appropriate scrutiny before they are closed. For example, a business might set up an approval process for any opportunity with a potential value of \$100,000 or more. This would require the opportunity owner to submit the opportunity for approval, and then a designated approver or group of approvers would review the opportunity and either approve or reject it.



The benefits of this configuration include:

- **Increased accuracy:** By requiring approval for high-value opportunities, businesses can ensure that the information contained in the opportunity record is accurate and complete.
- **Better decision-making:** Approval processes help ensure that opportunities are thoroughly reviewed and evaluated before they are closed, which can help businesses make better-informed decisions about which deals to pursue.
- **Reduced risk:** By requiring approval for high-value opportunities, businesses can reduce the risk of costly mistakes or bad deals. Approval processes can help ensure that all potential risks and issues are identified and addressed before the deal is closed.
- **Improved collaboration:** Approval processes can promote collaboration between different teams and departments within a business, as different stakeholders may need to review and approve an opportunity before it can move forward.

Overall, setting up approval processes for opportunities can help businesses improve the accuracy and quality of their sales data, make better decisions, reduce risk, and promote collaboration across different teams and departments.

QUESTIONS?

**CONTACT
US**



hello@cloudroi.com



(813) 451-5191



cloudroi.com