

Account Plan Management

Overview

In this section, you will find information about how to create and manage Account Plans in Salesforce, in particular:

- Objectives of the module
- Confidentiality settings
- How to create an Account Plan
- How to associate an Account to an Account Plan
- How to add a colleague to an Account Plan
- How to create a milestone for an Account Plan



Link with Commercial Excellence

In practice, the Account Development Plan functionality can be used in different ways depending on the GBU needs. For example, you may use it to manage Key Accounts or to manage customer accounts that you intend to grow as Key Accounts for your GBU or for Solvay.

ILLUSTRATION OF KEY ACCOUNT MANAGEMENT (LINK WITH COMMERCIAL EXCELLENCE)

Key Account methodology is dedicated to Accounts with growth potential, including product development & innovation, for which a dedicated Strategic Plan (KAP), aligned with the customer/market Roadmap, is required for the development of customer focused value propositions. It aims at developing pro-actively solutions for customers that lead to partnership beyond transactions from the desire to understand the customers' business, their opportunities and challenges, their customers and marketing stakes.

Key Account Managers (KAM) are responsible for developing strategic relationships with their KA, defining & implementing a Key Account Plan (KAP), committing in mid-term business plan derived from the KAP to achieve annual target with regards to sales, volume & contribution margin, etc.

--> Salesforce can support Key Account Managers in these objectives.

Concerned profiles:

ALL

Step By Step

Definition & Objectives

Account Plan process covers the creation and management of Account Plans in Salesforce, mainly for key accounts, but also applicable for standard accounts. An Account Plan **summarizes the strategy set up for specific accounts or groups of accounts**. Each Account Plan includes milestones detailing the actions to execute in order to achieve the plan.

Once the account plan is created and approved, the execution of the strategy and follow-up of milestones is entirely managed in SFDC. The Account Plan is regularly updated to remain a living document.

The following information can be found in the Account Plan page:

- 1.Information: this section includes the general information like the owner, the Account Plan Name, the visibility, the GBU, etc.
- 2.Account Plan Session Stage: This section displays the Account Plan Stage and the validity date
- 3.(Key) Account Profile: this section define the main market, main challenges and locations
- 4.Partnership with Solvay: this section displays some financial information
- 5.Solvay's Project Objective with KA: this section lists the strategy and the 3 key initiatives
- 6.Business Plan: this table covers the sales, contribution margin and share of wallet projection for next 5 years.

Solution rules

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Confidentiality

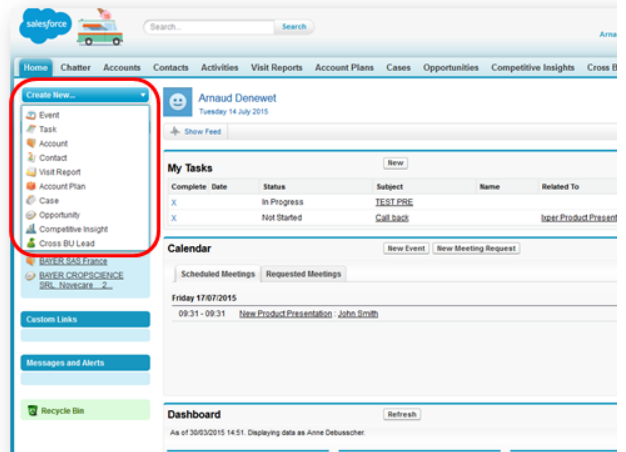
An account plan can have different levels of confidentiality:

- GBU Restricted:** Your Account Plan will be restricted to your GBU CRM users
- Account Plan Team :** Your Account Plan is limited to the users identified in the "Account Plan Team"

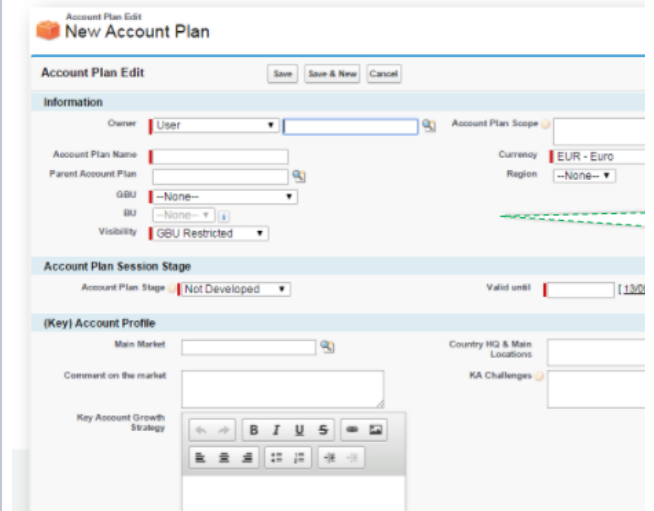
Demo

Create an Account Plan

1 To create his Account Plan, David starts from the home page and *clicks* on **Create New** and then on **Account Plan**



2 He now can start *filling* the **information** in the different fields.



3

He now can start *filling the information* in the different fields. A field **Visibility** is available to define who can view the Account Plan. 3 options are foreseen:

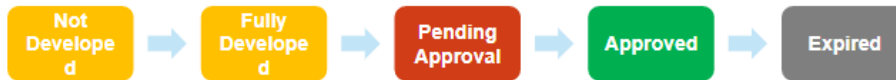
- Shared**: it means the Account Plan is visible by all the users in Salesforce
- GBU restricted**: it means only the users in the field GBU are able to see the Account Plan
- Account Plan Team**: only the colleagues added in the "Account Plan Team" will be able to view the Account Plan

•David will let the Account Plan shared

4

He now can start *filling the information* in the different fields.

•The field **Account Plan Stage** is used to define the stage. Following values are available:



•David will define the stage as Pending Approval

5

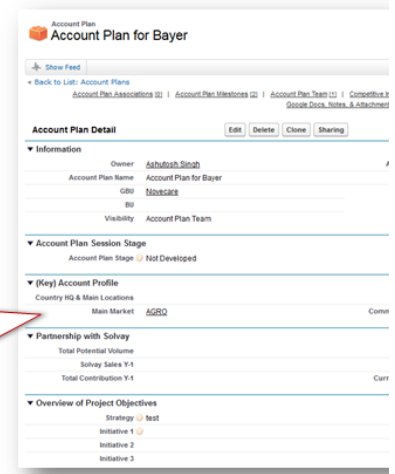
Among the fields available, the field **Strategy** is key in order to summarize in a few lines the strategy.

6

Next to this field, 3 key global initiatives can be defined to explicit global actions

7

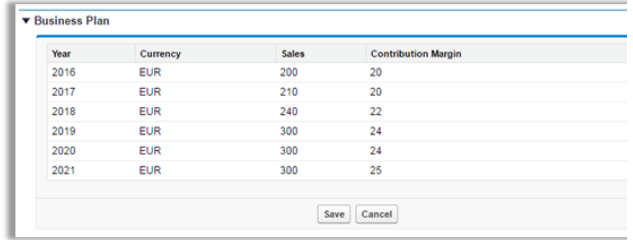
David has now created his Account Plan. He must not forget to also define the Business Plan



Main Market
Market defined at Account Plan level is now coming from the market segmentation table. Easy for reporting and linking ADP to the segmentation!

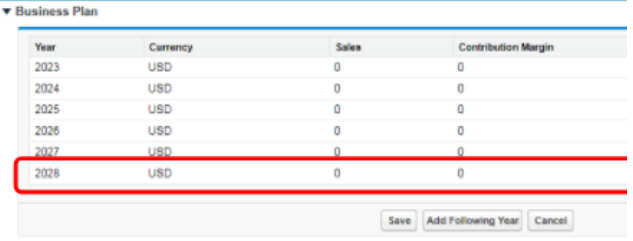
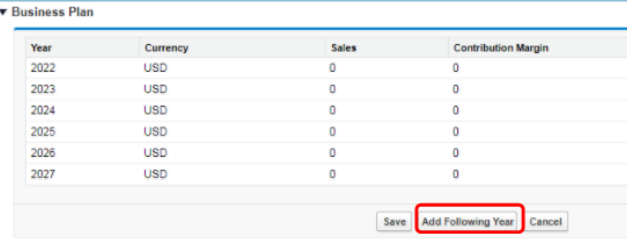
8

To define the business plan, David *double-clicks* on each **value** in order to edit it. Once the table finished, he *clicks* on **Save**.
Special Chem users use the Commercial Roadmap module, do not have to update the business plan because it is automatically synchronized with the Commercial Roadmaps set on the associated Accounts.
According to Commercial Excellence Guidelines, Business Plan allows to anticipate revenues for current year + 5 years.



9

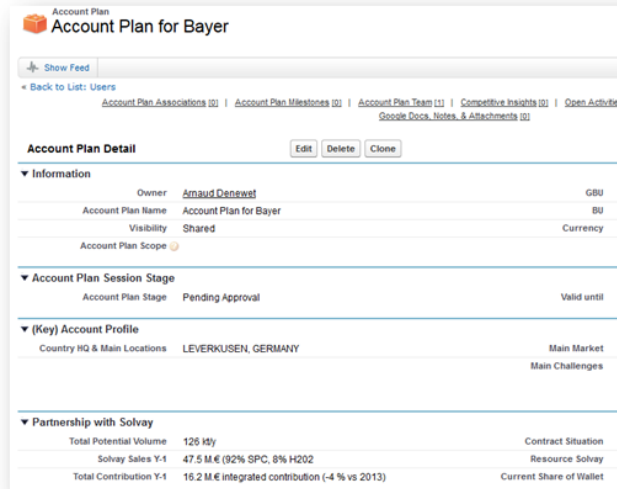
To add another year to the Account Plan click on the button **Add Following Year**. After this a new year is generated.



Associate Accounts to the Account Plan

1

To associate accounts with his Account Plan, David *opens* the **Account Plan** he created



Account Plan
Account Plan for Bayer

Show Feed

Back to List: Users

Account Plan Associations (0) | Account Plan Milestones (0) | Account Plan Team (1) | Competitive Insights (0) | Open Activities (Google Docs, Notes, & Attachments) (0)

Account Plan Detail

Information

Owner	Arnaud Denervat	GBU
Account Plan Name	Account Plan for Bayer	BU
Visibility	Shared	Currency
Account Plan Scope		

Account Plan Session Stage

Account Plan Stage	Pending Approval	Valid until
--------------------	------------------	-------------

(Key) Account Profile

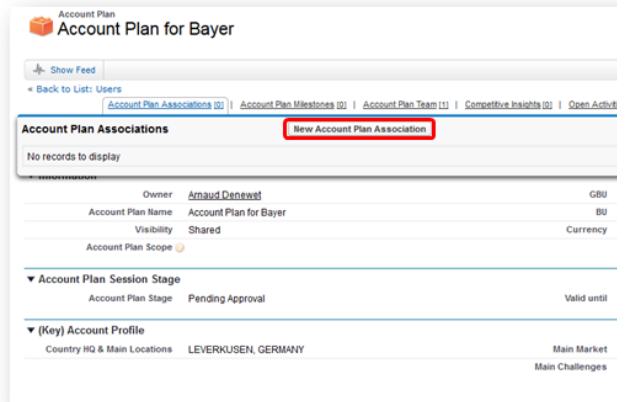
Country HQ & Main Locations	LEVERKUSEN, GERMANY	Main Market
		Main Challenges

Partnership with Solvay

Total Potential Volume	126 Hdy	Contract Situation
Solvay Sales Y-1	47.5 M€ (92% SPC, 8% H202)	Resource Solvay
Total Contribution Y-1	16.2 M€ integrated contribution (-4 % vs 2013)	Current Share of Wallet

2

He *hoovers* the **Account Plan Association** and clicks on **New Account Plan Association**



Account Plan
Account Plan for Bayer

Show Feed

Back to List: Users

Account Plan Associations (0) | Account Plan Milestones (0) | Account Plan Team (1) | Competitive Insights (0) | Open Activities

Account Plan Associations

New Account Plan Association

No records to display

Information

Owner	Arnaud Denervat	GBU
Account Plan Name	Account Plan for Bayer	BU
Visibility	Shared	Currency
Account Plan Scope		

Account Plan Session Stage

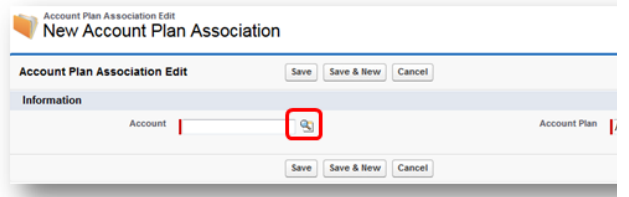
Account Plan Stage	Pending Approval	Valid until
--------------------	------------------	-------------

(Key) Account Profile

Country HQ & Main Locations	LEVERKUSEN, GERMANY	Main Market
		Main Challenges

3

David *uses* the **look icon** to search the accounts in the system



Account Plan Association Edit
New Account Plan Association

Account Plan Association Edit

Save Save & New Cancel

Information

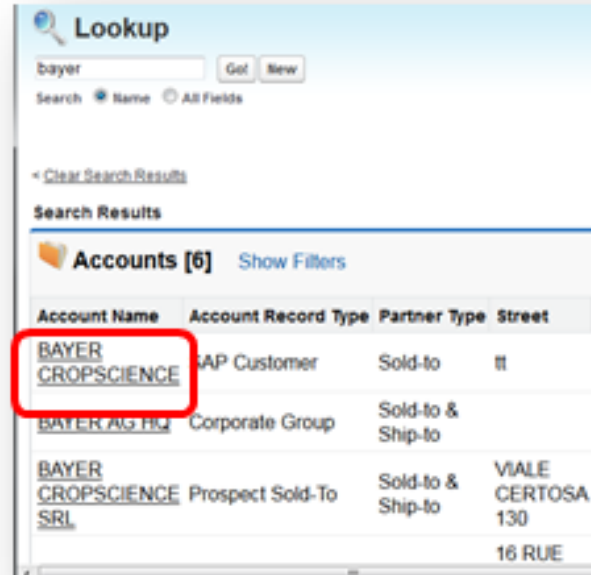
Account

Account Plan

Save Save & New Cancel

4

In the new search window, David *searches* for Bayer accounts part of the strategy and then *selects* the **account**.



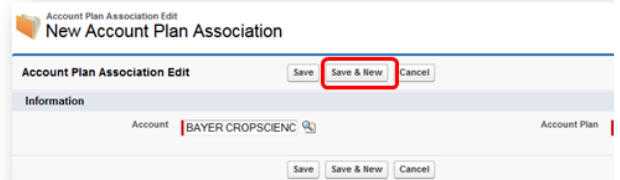
5

Once selected, David *clicks* on **Save & New** to quickly add another account

David knows it's important to associate all the accounts to the Account Plan, so that any user opening an account is aware of the Account Plan and can consult the strategy defined.

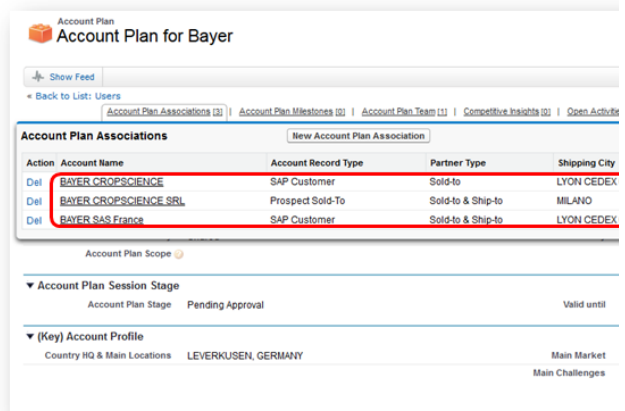


It might take time to associate lots of accounts, but this step is only to be done once, so be patient!



6

Once the full list of accounts associated, David can consult the account and see the accounts in the related list.



7

When a user links an opportunity to an account plan:

1. If the account of the opportunity is already in the **Account Plan Association** nothing is done.
2. Otherwise, the account of the opportunity is automatically added to the **Account Plan Association**.

Opportunities List

OPPORTUNITY NAME	ACCOUNT NAME	PRODUCT NAME	STAGE
RRRR	AMENDES TEST ACCOUNT NON-SAP	RRRR ACETONE STEEL DRUM 150KG	1 - Quality

▼ System Information

Created by: Alexandre Mendes, 21/11/2017 17:32

Account Plan Associations

Action	Account Name	Corporate Group	Acc
Edit	AMENDES TEST ACCOUNT NON-SAP	CORPORATE ACCOUNT AMENDES	Pros

8

Once the Account related to the Account Plan, the relationship is available at account level. This relationship will be fully public, meaning David can consult any relationship in the system, whatever the visibility of the Account Plan.

•Nevertheless, he might not be able to open some Account Plans depending of his access.

BAYER PHARMA AG

Account Plan Associations

Action	Account Plan	Corporate Group
Edit Del	Account Plan for Bayer	

Account Information

Account Owner: Wolfgang Waldmann [Change]

Account Name: BAYER PHARMA AG [View Hierarchy]

9

It is possible to create a hierarchy of Account Plan using a parent Account Plan with a region.

- On the parent, the child Account Plans are displayed in a dedicated related list.

Account Plan Test AP

Account Plan Detail

Information

Owner	Ricardo Dias	Account Plan Scope	
Account Plan Name	Test AP	Current	
Parent Account Plan	testing master detail AP	Region	
GBU	Fibras		
BU	FIBRAS-LDI		
Visibility	GBU Restricted		

Account Plan testing master detail AP

Child Account Plans

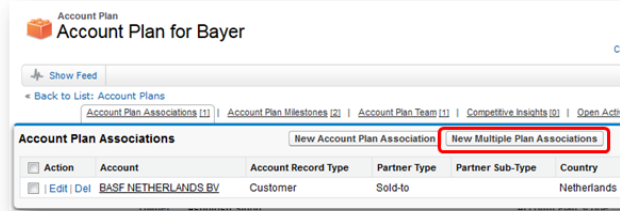
Action	Account Plan Name	GBU	Account Plan Stage
Edit Del	Test AP	Fibras	Not Developed

Account Plan Name: testing master detail AP

Parent Account Plan: testing master detail AP

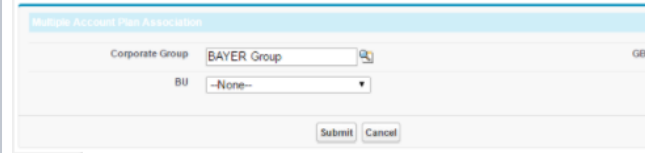
10

David's GBU Data Steward has another possibility to associate Accounts to the Account Plan. From the Account Plan Association related list, he *clicks* on **New Multiple Plan Associations**.



11

He selects the Corporate Group and the GBU to add only the Accounts having activity with the GBU (ie, Market Segmentation for the GBU) and *clicks* on Save.



12

Done! The GBU Data Steward can see the list of all related opportunities for accounts linked to the Account Plan and Opportunities directly relate This list can be filtered by GBU and/or BU and/or Region and/or Stage (Open/Closed Won/Closed Lost) – those filters are recorded on the record, no ne

▼ Opportunities

Opportunities

Filter

Country: Arzoma Performance

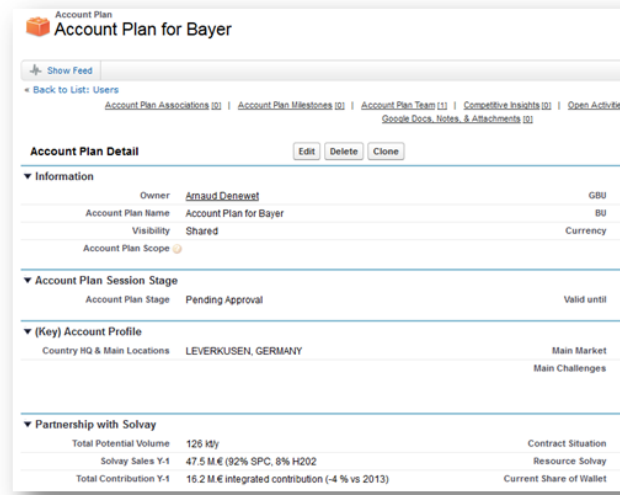
Account Type: -None-

OPPORTUNITY NAME	ACCOUNT NAME	PRODUCT NAME	STAGE	PROBABILITY WEIGHTED AMOUNT	CLOSE DATE
AnthonyOPP	AAAAA	GOVALTO 16 SEFT1P	1 - Qualify	EUR 3.80	Thu Jul 13 00:00:00 GMT 2017
AnthonyOPP	AAAAA	CAEVANEL	1 - Qualify	EUR 3.80	Thu Jul 13 00:00:00 GMT 2017
AAAA	AAAAA	GOVALTO 16 SEFT1P	1 - Qualify	EUR 0.00	Thu Jul 13 00:00:00 GMT 2017
AAAA	AAAAA	CAEVANEL	1 - Qualify	EUR 0.00	Thu Jul 13 00:00:00 GMT 2017
Test	CRM TO SP	GENERAL SUPPLIES /PIL ECO WB	1 - Qualify	EUR 0.00	Wed Aug 23 00:00:00 GMT 2017
testing agent close opp	TEST ACCOUNT AMENDES	**OBS**SPOMER HPRH00 200KG DR...	1 - Qualify	EUR 14,994.00	Mon Jul 31 00:00:00 GMT 2017
BBBB-Cloned	AAAAA	BHA OPTIMOX	1 - Qualify	EUR 1,918.80	Fri Jul 21 00:00:00 GMT 2017
BBBB-Cloned	AAAAA	BHA OPTIMOX	2 - Negotiate	EUR 4,797.00	Fri Jul 21 00:00:00 GMT 2017
testing agent close opp hpr	TEST ACCOUNT AMENDES	**OBS**SPOMER HPRH00 200KG DR...	1 - Qualify	EUR 14,994.00	Mon Jul 31 00:00:00 GMT 2017
AAAA	AAAAA	CAEVANEL - 25KG BOX/PAL609KG	1 - Qualify	EUR 28.80	Thu Jul 13 00:00:00 GMT 2017

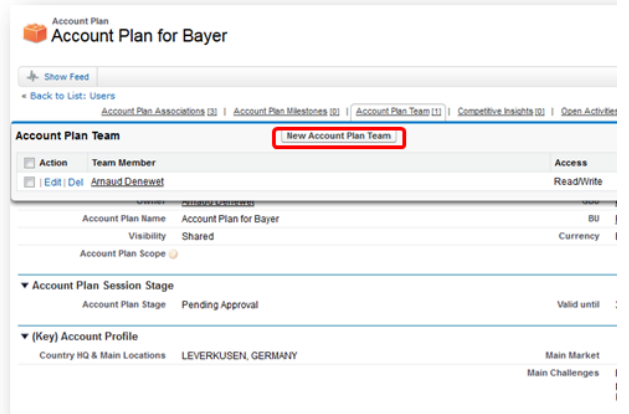
Add Colleagues to the Account Plan Team

1

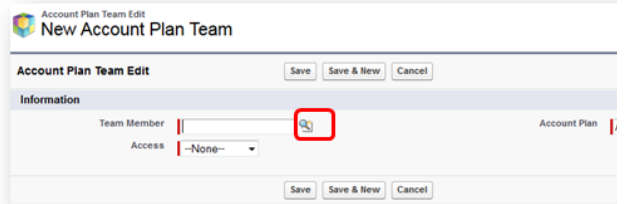
To associate accounts with his Account Plan, David *opens* the **Account Plan** he created



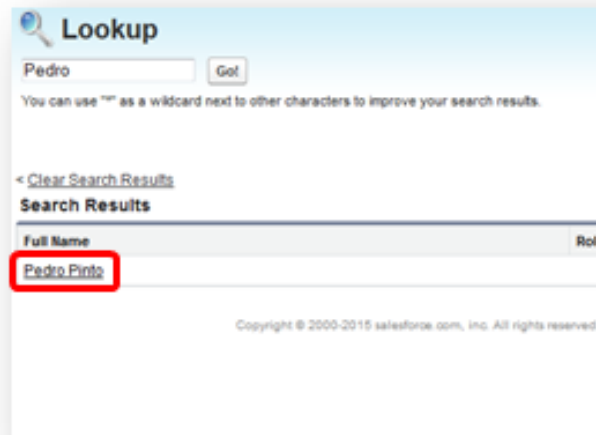
2 He *hoovers* the **Account Plan Team** and *clicks* on **New Account Plan Team**



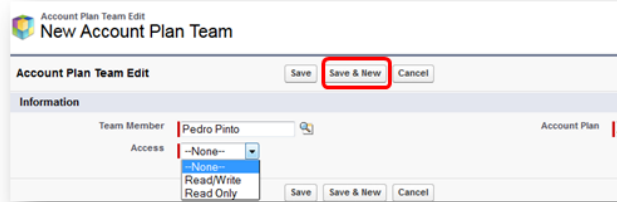
3 David uses the **look icon** to search the Account Managers in the system.



4 In the new search window, David *searches* for Pedro and then *clicks* on his name.



6 Once selected, David *clicks* on **Save & New** to quickly add another account



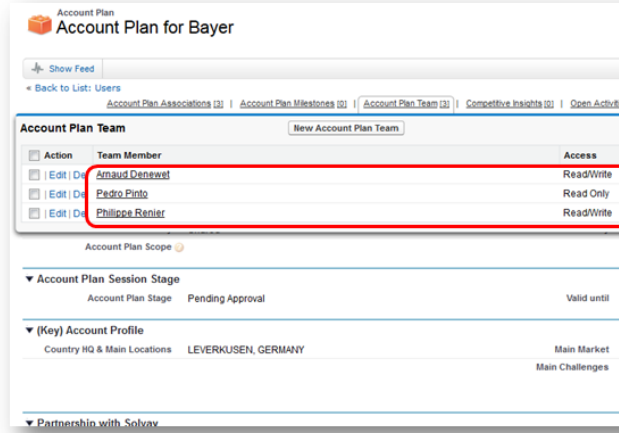
7

A field **Access** defines the level of access Pedro will have:

- Read/Write: Pedro will be able to edit the Account Plan information
- Read Only: Pedro will only have visibility on the Account Plan (in case David has put the Account Plan as restricted to the Account Plan Team Members)

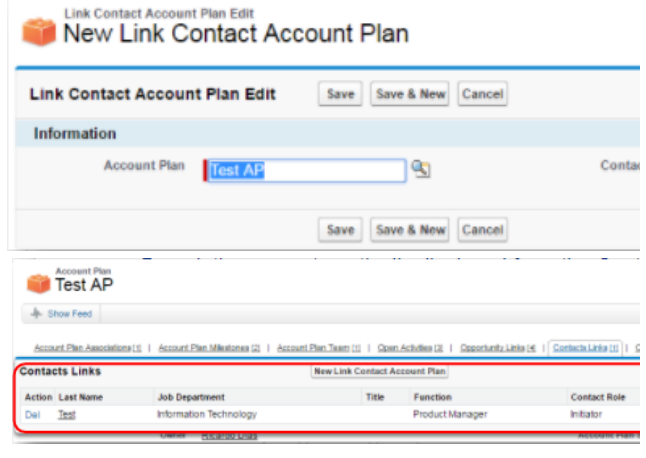
8

Once the full list of Account Managers associated, David can consult the Account Plan and see the Account Managers in the related list.



9

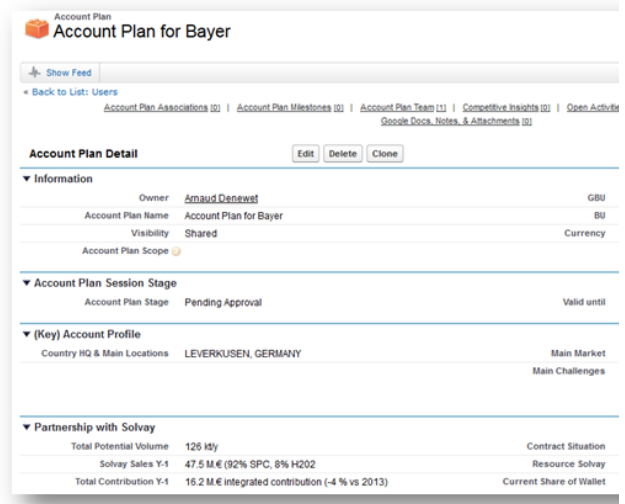
David can define some Contacts that are related to the Account Plan. Some information such as Job Department, Title, Function, Contact Role, and Description are automatically displayed from the Contact.



Create a milestone for the Account Plan

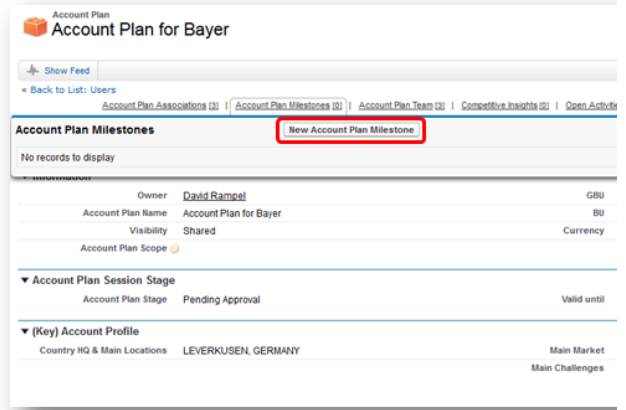
1

To create a milestone in his Account Plan, David opens the **Account Plan** he created



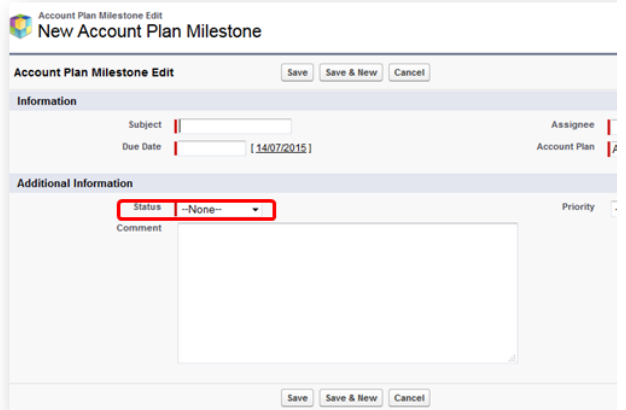
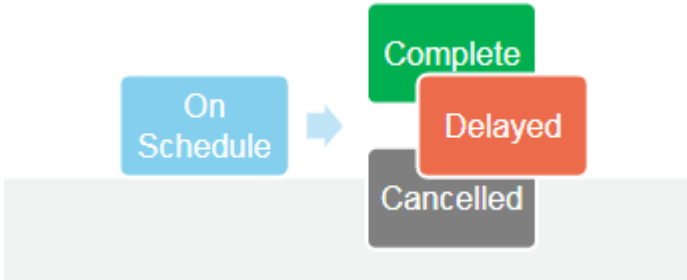
2

He *hoovers* the **Account Plan Milestone** and *clicks* on **New Account Plan Milestone**



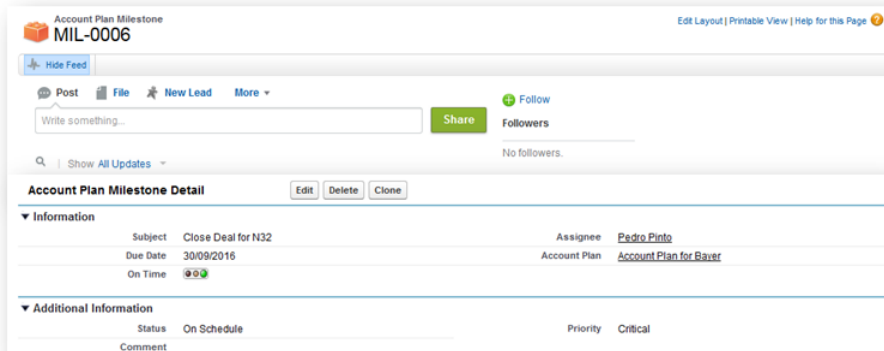
3

David *enters* now the **information** for the milestone
•The field **Status** allows David to manage the milestone status during the Account Plan period. The available status are the following:



4

Once completed, David *clicks* on **Save** and *checks* the information entered.



•A field **On Time** defines with traffic light the status of the milestone:



Status = Complete



Status = Delayed & Due Date > 2 Months

Status = On Schedule & Due Date < 2 Months

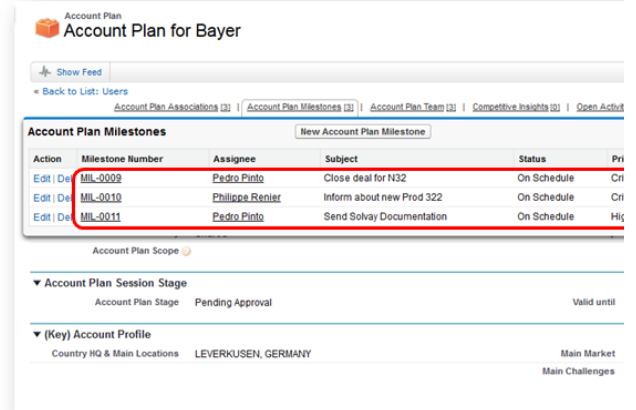


Status = Delayed & Due Date > 2 Months

Status = On Schedule & Due Date < Today

5

Once the full list of Milestones are created, David can consult the Account Plan and see the Milestones in the related list.

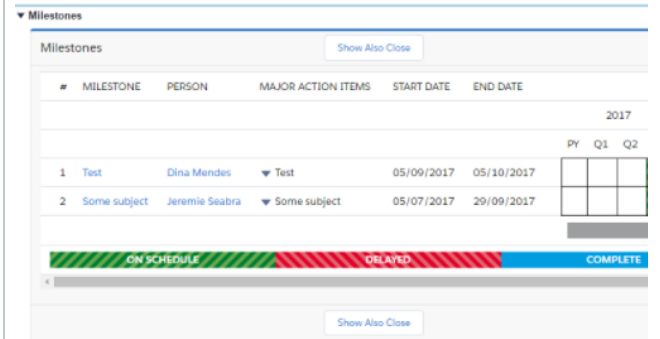


6

Displayed milestones created in the previous year and 3 next Year Quarters are visually displayed in a dedicated section on the page.

There is a button to toggle between Open Milestones and All Milestones (open + closed).

The displayed color depends on the status of the Milestone.



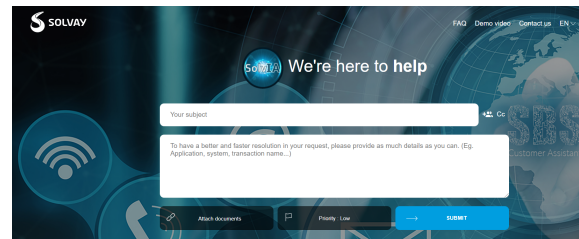
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- [Account: Account Update](#)
- [Activity: Create a customer visit in Salesforce and from Google Calendar \(Lightning For Gmail Insight\)](#)
- [Create a New Opportunity](#)

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you can copy users with email address , default priority is Low , then Submit . We advise you to put keywords in subject to ease dispatching to correct Agent : CRM - Complaint for example