

1b. Pre-fill Bottom-up exercise for Growth business

Overview

In this section, you will find information about the process to pre-fill bottom-up exercise for growth business. You will find among others the rules for the initialization of the growth business from the opportunity management module. These steps are automated, no action required from end-users



Link with opportunities

During the initializing period (June) all open growth business opportunities + closed won opportunities with target delivery sales > May 2016 are replicated in the Commercial roadmap.

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Sales

Step By Step

Pre-fill Bottom-up for Growth business

During the initializing period (June) all open growth business opportunities + closed won opportunities with target delivery sales > May 2016 are replicated in the Commercial roadmap

Commercial Roadmap exercise



Growth business initialization common rules

- Business potential is replicated in the Commercial roadmap (sold to/product level)
- Business potential Volume is multiplied by the opportunity % of probability (e.g. opportunity of 100 tin 2018, probability 20% will show up as 20t in 2018 in the commercial roadmap)
- If one opportunity has 3 products 3 lines will be created in the Commercial roadmap (one by product)
- Price & Contribution Margin are copied in the Commercial Roadmap
- The checkbox “to include in the commercial roadmap” allows you to include or not the opportunity in the Commercial Roadmap (by default, it will be checked as ‘to include’)

Example of Growth business initialization–

The **opportunity** is created

Opportunity Product Detail

Opportunity Product Information

Product code	00000042	Opportunity	000000
Product	000000	Targeted first delivery date	27/04/2018
Increase in opportunity amount	000000	Contract validity date	01/01/2019
To be increased in UK	000000	Product Title Amount	EUR 0.00
GRU	000000	Currency	EUR
Opportunity code	000000	Last Commerce Reading Date	20/04/2018

Product Information

SKU	000000	Currency	EUR
CM Calculation Method	000000	Target Unit price per Unit	EUR 0.00
Contribution Margin (%)	000000	Expected first delivery volume	000000
Contribution Margin Amount	000000	Unit of Measure	000000
Shipping Point	000000	Unit Description	000000
Manufacturing Plant	000000		

Market Segmentation

Market	AGRO
Segment	PLANT NUTRITION
Application	CO - FERTILISANTS
End use	AGRICULTURAL TECHNOLOGY AGENT

Business Potential

Year	Expected yearly volume	Unit	Target Unit price	CM Calculation Method	Contribution Margin (%)	Contribution M
2016	390.00		EUR 10.00			
2017	390.00		EUR 10.00			
2018	390.00		EUR 10.00			
2019	390.00		EUR 10.00			

The corresponding growth business automatically created in the Commercial Roadmap

Opportunity Prod		Targeted delivery date		To include in the CR		Sold To Name		Product		Region		Corporate Groups		Country		O	
int				✓		AZELIS BENELUX		GBW 30		EMEA				Belgium			
Year	Initial ASP year currency	Initial volume year in t	Initial CM year	Updated ASP year currency	Updated volume year in t	Updated CM year	Updated ASP Q1 currency	Updated volume Q1 in t	Updated CM Q1	Updated ASP Q2 currency	Updated volume Q2 in t	Updated CM Q2					
2016	EUR 50.00	360.000		EUR 50.00	360.000		EUR 0.00	0.000		50.00	120.000						
2017	EUR 50.00	360.000		EUR 50.00	360.000		0.00	0.000		50.00	120.000						

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Related articles

- Create a New Opportunity
- Introduction to Commercial Roadmap
- 1a. Pre-fill Bottom-up exercise for Recurrent business
- 2. Update commercial roadmap data
- 3. Adjust commercial roadmap data
- 4. Compare bottom-up with Strategic Roadmap
- 5. Freeze the Commercial Roadmap

Need help?

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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