

# 20. Cross BU Leads



Managing Customer Needs

## Overview

In this section, you will find information about cross BU leads and how to create and update one in [Salesforce.com](https://www.salesforce.com).

Key added value of using Cross BU Lead => Share business leads with colleagues from other GBU (X-GBU opportunities).

As a result, capitalize on cross-GBU collaboration to identify new business opportunities for Solvay.

**i** A cross BU lead is an opportunity to share with another GBU/BU a business lead learned during an interaction with the market and that can potentially generate additional revenue for the Group.

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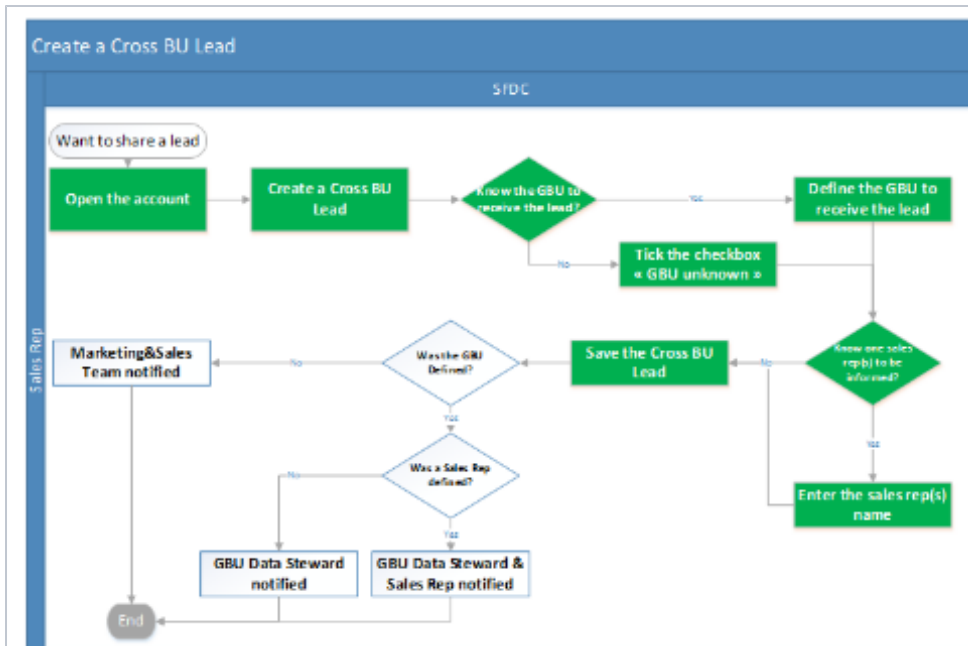
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## Cross-BU Lead Rules

<b>Who can create?</b>	Any sales can create a Cross BU Lead
<b>Who can see?</b>	Any sales can create a Cross BU Lead
<b>Who can update?</b>	Only the Cross BU Lead Owner can update a Cross BU Lead
<b>Who can delete?</b>	Only the System Administrator can delete a Cross BU Lead

## Step By Step

[Cross-BU Lead Process Flow](#)



### Cross BU Lead Objectives

- When visiting a customer, a Sales Rep is notified that this customer may have some business needs that could interest another BU from his GBU or even an other BU in another GBU
- Corporate Marketing & Sales receives some insights on a potential business opportunity and can notify the right GBU / BU

## Create a Cross BU Lead

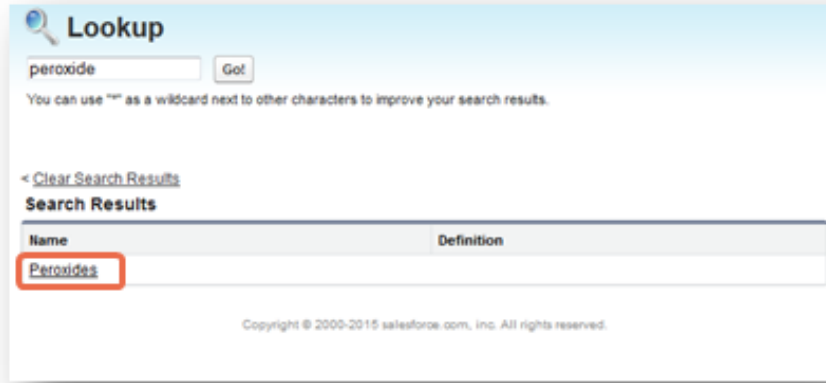
**1** David opens the **account** for which he wants to create a Cross BU Lead.

The screenshot shows the account detail page for 'BAYER CROPSCIENCE'. The page includes navigation links, a breadcrumb trail, and two main sections: 'Account Information' and 'Address Information'. The 'Account Information' section contains fields for Account Owner (David Rampel), Account Name (BAYER CROPSCIENCE), Parent Account (BAYER AG HQ), and Cross GBU Key Account. The 'Address Information' section shows the address: Jan Emiel Mommaertslaan 14, Diegem, 1831, Belgium, with region EU.

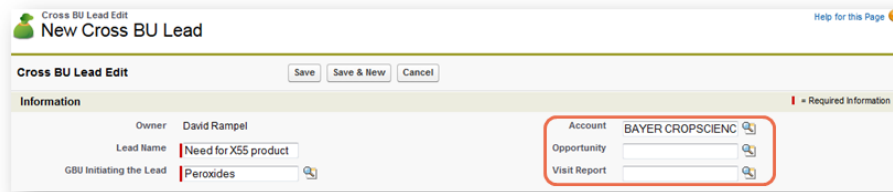
**2** In the first section **Information**, David enters a **Lead Name**.

The screenshot shows the 'New Cross BU Lead' form. The 'Information' section is highlighted with a red box and contains the following fields: Owner (David Rampel), Lead Name (input field), GBU Initiating the Lead (input field with a search icon), Account (BAYER CROPSCIENC), Opportunity (input field with a search icon), and Visit Report (input field with a search icon). A 'Required Information' indicator is visible in the top right corner of the form.

3 David *clicks* on the **lookup** icon and *searches* for his GBU to set it as **GBU Initiating** the lead. Once he finds it, he *clicks* on the **GBU name**.

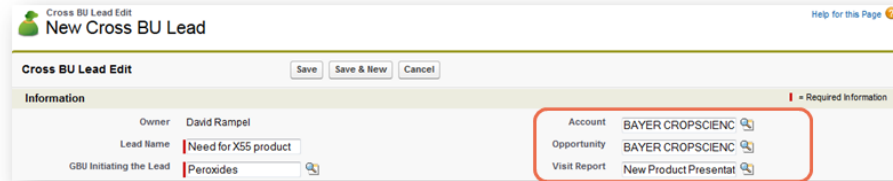


4 On the left side of the section, David *links* the **Cross BU Lead** to the **opportunity** and to the **visit report** he previously created.

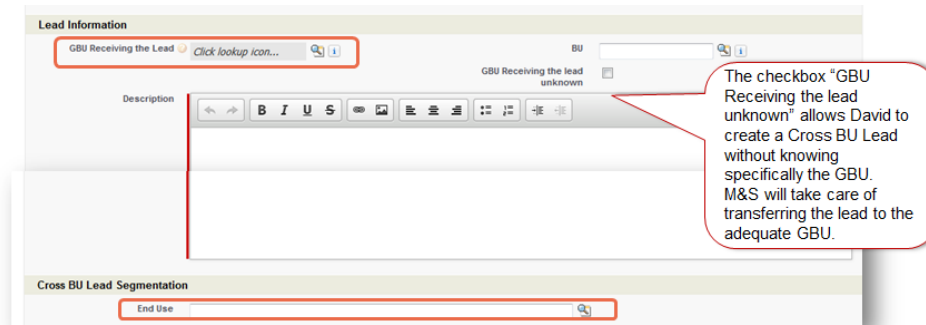


✔ These links are not mandatory, but it's really helpful when consulting the visit report or the opportunity!

5 Once David *links* the Cross BU Lead to the 2 records, he can start filling in the details of the Cross BU Lead.



6 David *defines* to which **GBU** this lead must be addressed and *details* the context. He then *clicks* on **Save**.



✔ In this big empty field, David can use rich text like bold, underlined, bullets, etc. to elaborate the description. Useful!

7 David has now finished. Thanks for sharing this lead David!

Cross BU Lead  
Innovation Project opportunity in food/milk

Customize Page | Printable View | Help for this Page

Show Feed

Back to List: Cross BU Leads

Google Docs, Notes, & Attachments

Cross BU Lead Detail

Owner: [Lalla Jones](#) (Change)

Account: INSTITUTO DE LATICÍNIOS CÁNDIDO TOSTES

Lead Name: Innovation Project opportunity in food/milk

Opportunity: Visit Report

GBU Initiating the Lead: Slica

Visit Report: Visit to ILCT - project opportunities

Rating: ★★☆☆☆

Status: Closed

Lead Information

GBU Receiving the Lead: Soda Ash & Derivatives

BU Receiving the Lead:

GBU Receiving the lead unknown:

Description: Please give a look on the Meeting notes from 09/05/17 - visit report. ILCT works a lot with Cheese. If you need more information, please contact me.

Cross BU Lead Segmentation

Market: -

Segment: -

Application: -

End Use:

People to be alerted

User 1	<a href="#">Gabriel Madruga</a>	User 4
User 2	<a href="#">Marilia AMORIM</a>	User 5
User 3		User 6
		User 8

Lead Rating (rated by the receiver)

Rating: 3

Comments:

System Information

Created By: [Lalla Jones](#) 15/05/2017 16:40

Last Modified By: [Admin](#) 29/06/2017 19:09

Google Docs, Notes, & Attachments

Add Google Doc | New Note | Attach File

Notes & Attachments Help

No records to display

**NEW**

Please take note of the **new fields & Related list** added in Release 6.

The sender can add more **"People to be alerted"** and the receiver has to complete the field **"Lead Rating"**.

When a cross BU lead is created, my team receive an automatic email.

Dear User,

This automated email informs you that a Sales Lead was identified by Julien Andreoli from GBU Soda Ash & Derivatives.

Please find below the information related to this lead:

Lead Name: Lead test 2  
 Account: APOLLO TYRES LTD.  
 Account Country: India  
 Description: This is a test  
 Date Of Creation: 11/12/2017  
 Cross BU Lead URL: <https://solvay-crm-dev.cs88.my.salesforce.com/a0p9E00000rd8D>

Kindly relay this information to the team in charge

Kind regards,  
 Julien Andreoli

The country of the account is now displayed in the automatic notification email generated after cross GBU lead creation.

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In the mean time, the GBU has received an alert with the lead details.



The GBU will take care of assigning the lead. It's so easy to share good tips!

**SOLVAY**  
asking more from chemistry®

Dear Herman Wijns,

This automated email informs you that a Sales Lead was identified by Need for X55 product from GBU Novocare.

Please find below the information related to this lead:

Lead Name : Need for X55 product

Account : BAYER CROPSCIENCE SRL

Description : Just heard from John that Dupont was short for delivering their products. Potential interest to call her for proposing Novocare products...

Date Of Creation: 17/07/2015

Kindly relay this information to the team in charge of this Account.

Kind regards,  
David Rampel

## Modify a Cross BU Lead

1

David received more information and would like to *update* his lead. He clicks on **Edit** button.

Cross BU Lead  
**Need for X55 product**

Customize Page | Edit Layout | Printable View | Help for this Page

Show Feed

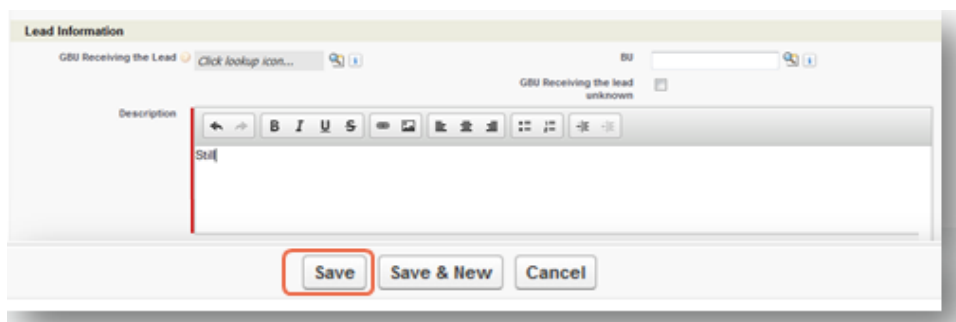
< Back to List: Custom Object Definitions

Google Docs, Notes, & Attachments (0) | Opportunities (0)

**Cross BU Lead Detail** Edit Delete Clone

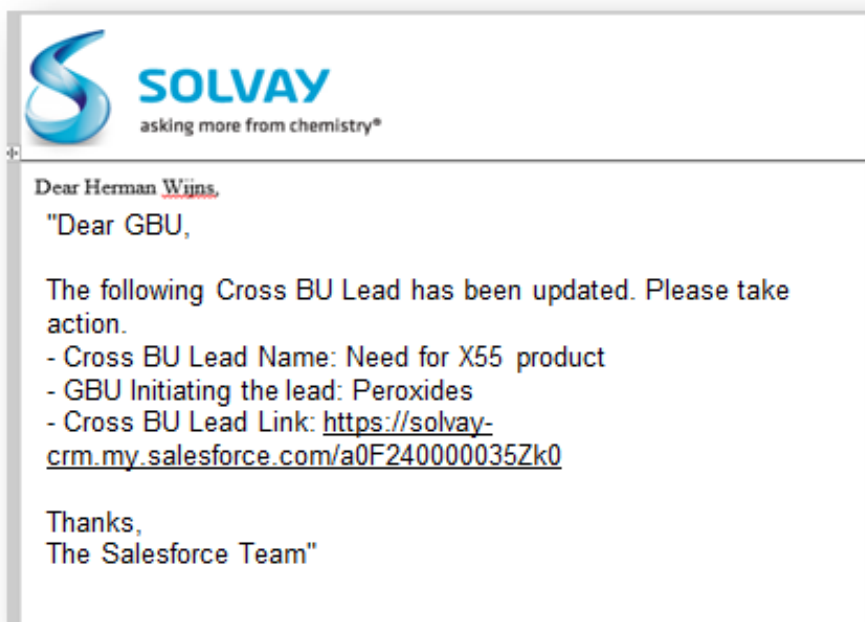
Owner	David Rampel <a href="#">Change</a>	Account	BAYER CROPSCIENCE SRL
Lead Name	Need for X55 product	Opportunity	BAYER CROPSCIENCE Peroxides_2015-07-15
GBU Initiating the Lead	Peroxides	Visit Report	New Product Presentation
Rating	★★★★☆		

2 Then he *updates* the **description** and clicks on **Save**.



⚠ Attention! Only David (creator) and the users from the GBU receiving the lead can update it.

3 Once the modification is done, a *notification email* is sent to the GBU receiving the lead, to alert them about the change.



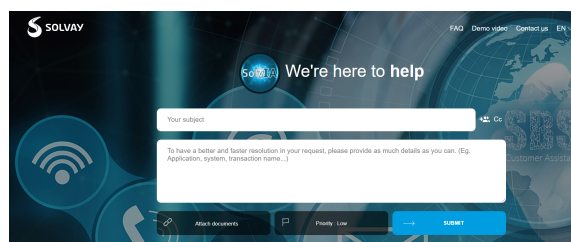
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## Related articles

- [Create a New Opportunity](#)
- [Clone an Existing Opportunity](#)
- [Close the Opportunity](#)
- [Visit Report: Confidentiality management & Visit report wizard](#)

## Need help?

To request any support or if you have identified a bug or incident , please create a Freshdesk ticket using Solvia platform : <https://solvia.solvay.com/>



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