P3. Opportunity Management

Presentation

1. **Definition of an Opportunity**: an Opportunity is any potential business able to generate sales revenues with existing customers or prospects.
2. **There are 3 types of Opportunities**:

Training Materials

- Core CRM Opportunity Mngt. training
- Training presentation
- Tutorial videos

Types of Opportunities

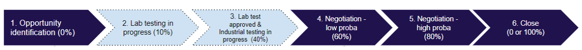
Opportunities are categorized along 3 types.

Guidelines to select the right opportunity type:

Replacement *(formerly known as cannibalization)*	**Growth - Product, Process or Application Innovation**	**Growth - Business Development** *(no innovation)*
Two scenarios: • Replacing an existing product by another existing one **without** expecting a significant **increase in revenue** • Replacing an existing product by a new one **without** expecting a significant **increase in revenue** → this means that there can be innovation in replacement (but no revenue growth)	Two conditions must be met: there is an innovative component and there is a revenue growth (to the best of your knowledge) Innovation = New Product New Process New Application New Business Model **Growth** means we expect a **significant increase in revenue** (contrarily to replacement, where we do not increase the revenue significantly)	We expect an increase in revenue and there is no innovation involved. You can consider the following scenarios as being business development: Existing product to a new or existing customer, entering a new geography with an existing product, entering a new market with an existing product, share-shifts (also called increase in share of wallet), .. Non-exhaustive list

- Disparition of **tender** type (replaced by a checkbox)

There is one single process for all the opportunity types:



What is an Opportunity vs. what is not an opportunity

OPPORTUNITY

- A new potential customer to whom we will sell an existing product (incl. a **qualified** lead)
- An increase in share of wallet (share-shift) at an existing customer
- The replacement of a product by a new one at an existing customer
- The development of a new product
- The development of a new application

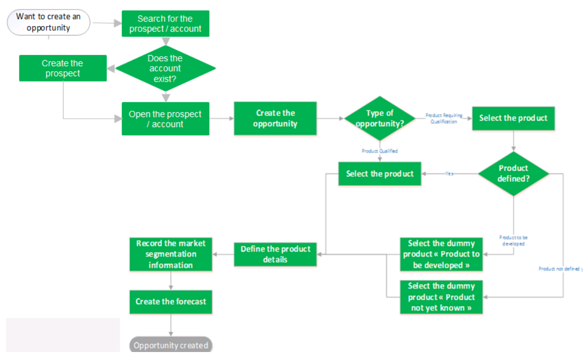
Non-exhaustive list

NOT AN OPPORTUNITY

- A sample request without providing potential forecasted sales
- A quote request (from a lead)
- An opportunity with a potential revenue < 50k€ at maturity (or < 25k in ICM)

Cross-BU Lead: an opportunity to share with another GBU/BU....

Process Overview



Related articles in Wiki (Classic) :

- Create a New Opportunity (Salesforce Classic)
- Clone an Existing Opportunity (Salesforce Classic)