

# P3. Opportunity Management

## Training Materials

### 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:**

- 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 <small>(formerly known as cannibalization)</small>	Growth - Product, Process or Application Innovation	Growth - Business Development <small>(no innovation)</small>
<p>Two scenarios:</p> <ul style="list-style-type: none"> <li>• Replacing an existing product by another existing one <b>without</b> expecting a significant <b>increase in revenue</b></li> <li>• Replacing an existing product by a <b>new one</b> <b>without</b> expecting a significant <b>increase in revenue</b> → this means that there can be innovation in replacement (but no revenue growth)</li> </ul>	<p>Two conditions must be met: there is an <b>innovative component</b> and there is a <b>revenue growth</b> (to the best of your knowledge)</p> <p>Innovation = New Product New Process New Application New Business Model</p> <p><b>Growth</b> means we expect a <b>significant increase in revenue</b> (contrarily to replacement, where we do not increase the revenue significantly)</p>	<p>We expect an increase in revenue and there is no innovation involved.</p> <p>You can consider the following scenarios as being business development:</p> <p>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), ...</p> <p>Non-exhaustive list</p>

- 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

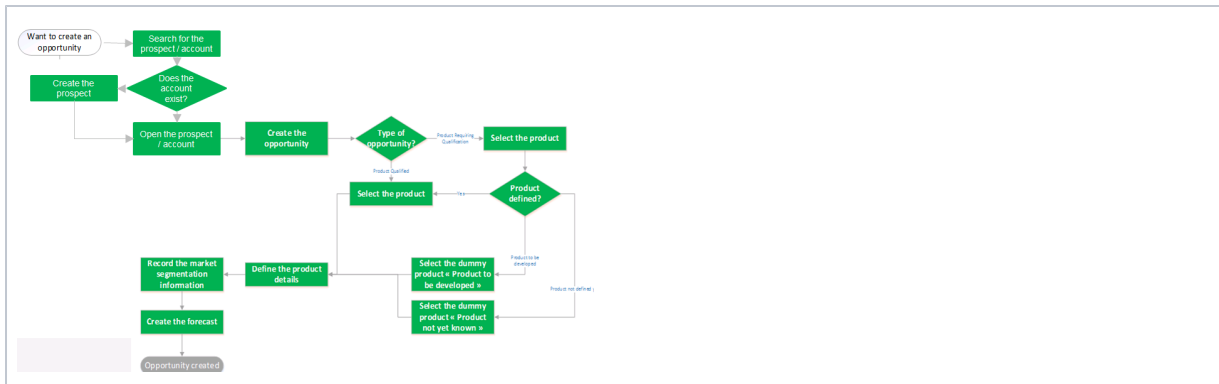
*Non-exhaustive list*

**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 \(Salesforce Classic\)](#)