

# **CRM Driven Solutions for Sport & Leisure**

# **GREEN 4 CORPORATE SALES** USER GUIDE



+44 (0) 845 508 8149 | marketing@green4solutions.com | www.green4solutions.com



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### **ABOUT THIS DOCUMENT**

This document describes the functionality available through the Green 4 Corporate Sales module.

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#### **DOCUMENT CONTROL**

Version	Date	Change	Initials
00.01	15/03/13	This is a new document	MR
00.02	14/05/13	Updated to use opportunity and order	MR
00.03	03/12/13	Updated to include service activities	MR
00.04	11/04/14	Updated to include quotes	MR

#### CONTACT

Any correspondence should be addressed to Green 4 Solutions Limited:

Green 4 Solutions Limited 16-17 Midland Court Central Park Lutterworth Leicestershire LE17 4PN UK

Phone: +44 (0) 845 508 8149 Email: <u>support@green4solutions.com</u> Web: <u>www.green4solutions.com</u>



### **INTRODUCTION**

The purpose of this document is to introduce you to the Green 4 Corporate Sales module and guide you through the functionality available. Depending upon your installation of Green 4 Corporate Sales, and the permissions that have been granted to you, this guide may describe functionality that is not currently available to you, for more information please contact your system administrator. The Green 4 Corporate Sales module is built on Microsoft Dynamics CRM.

#### **APPLICATION LAYOUT**

When working in Microsoft CRM, there are a number of functional areas that you should be aware of. In order to help you to complete the tasks described in this guide, the following section identifies and describes the areas you will encounter.

The key functional areas of the Microsoft CRM window are:

- Navigation Pane. Used to select functional areas of the application, for example select Contacts to manage individuals within Microsoft CRM. The functionality available via the navigation pane is spread across a number of folders, which can be accessed by selecting the appropriate folder in the navigation pane, e.g. Workplace, Sales, Marketing, etc.
- **Ribbon.** The ribbon will display the options available to you in the current view. The options available on the ribbon will differ as you move around the application.
- **Tab Headings.** The options available via the ribbon may be spread across a number of tabs. To view the options on a tab, select the appropriate tab heading.
- Work Area. The information held in Microsoft CRM will be displayed in the work area of the window. The content displayed will differ depending upon the option selected in the navigation pane and may include views, dashboards and calendars.



#### **VIEWS**

Within Microsoft CRM, lists of data, for example a list of contacts, are displayed in views. Views have filters applied to limit the data that is displayed. For example **My Active Contacts** will only display contact records that you own and that are set to active in the database. An example is shown below:

Cont	acts: My Active Contacts -		
	Full Name 🔺	E-mail	Parent Customer
	James Wall	james.wall@green4solution	
	Marian Routledge	marianroutledge@smartau	
	Paul Routledge	paul.routledge@ntlworld.c	

A number of actions are available to help you identify the information you are interested in within the view:

• **Change View.** When you select an entity (for example contacts) in the navigation panel, your default view will be automatically displayed. However you can select an alternative view using the tab headings at the top of the view. A list of available views will be listed. To pick a different view click on the appropriate option in the list:

Contacts:	My Active Contacts 👻	
E Full 1	System Views	-mail Parent Customer
🗌 🚂 🛛 Jame	Active Contacts	mes.wall@green4solution
🗌 🚂 🛛 Mari	Contacts: Influenced Deals That We Won	arianroutledge@smartau
🗌 🚂 🛛 Paul	Contacts: No Campaign Activities in Last 3 Months	aul.routledge@ntlworld.c
	Contacts: No Orders in Last 6 Months	
	Contacts: Responded to Campaigns in Last 6 Mo	
	Inactive Contacts	
	My Active Contacts	
	My Connections	
	Create Personal View	

• Search for a Record. All views are searchable, for example a list of contacts can be searched using the contact's name, email or linked account. To carry out a search, enter the search term into the text box at the top of the view and click the *P* button.

Contacts: My Active Contacts -		Marian	<b>ب</b> ر ×
🗌 🛛 Full Name 🔺	E-mail	Parent Customer	Business Pr 🛃 \prec
James Wall	james.wall@green4s	solution	4
Marian Routledge	marianroutledge@s	martau	
🔲 🚂 Paul Routledge	paul.routledge@ntlv	world.c	
			1

The list of records displayed will update to shown only those records matching the keyword entered. If you are unsure of the exact search term, you can enter the wildcard character (\*) before the search term. For example to search for all accounts with "electrical" in their name, enter \*electrical.

• Sort the List. You can sort the list on any of the columns displayed. To sort on a column click in the column header. An arrow head will be displayed in the column header to indicate the sort order. Click the column header again to reverse the sort.

Contacts: My Active Contacts -	
🗌 🕴 Full Name 🔺	E-mail
James Wall	james.wa
Marian Routledge	marianro
Paul Routledge	paul.rout

#### FORMS

Within Microsoft CRM information is collected using forms (an example of which is shown below).

Contact Marian R	outledge		Contacts 👻 🔒 🗣
▼ General			
Full Name	Marian Routledge	Salutation	
First Name +	Marian	Ext Number	
Middle Name		Business Phone	
Last Name *	Routledge	Home Phone	
Parent Customer	🕞 Green 4 Solutions Limited	Mobile Phone	
Currency	🥰 Pound Sterling	Fax	
MSN		Pager	
Skype Name		E-mail	marian.routledge@green4solutions.com
		E-mail Address 2	

When using forms to enter information, you will be faced with a number of field types, which are described in the following table.

Field Name	Appearance	Description
Text	Address Name	Enter the requested information directly into the box provided
Date	Birthday	Enter the date directly into the box provided, or, click the calendar symbol (I classified) alongside the field to open a calendar from which the date can be selected.
Selection	Archived I No C Yes	Click the required answer.
Drop-Down	Registration Type * Player Registration •	Select the required option from the list of values provided. To access the list of values click the arrow head ( <sup>-</sup> ) alongside the field.
Look Up	Contract *	Select the required value from those displayed in the Look Up Record dialog. To open the Look Up Record dialog select the is icon alongside the field. Using the Look Up Record dialog you will be able to search for the appropriate record. If the required value is not displayed, select <b>New</b> to create a new record.



### **CONTACT AND ACCOUNT MANAGEMENT**

Contacts and accounts are key records within Microsoft CRM. Contacts are used to represent individuals, whereas accounts are used to represent the organisations and businesses that you interact with. Contacts and accounts can be linked within Microsoft CRM.

The following sections describe how to work with contacts and accounts in Microsoft CRM.

### **CREATE A CONTACT**

To create a contact in Microsoft CRM:

- 1. Select **Contacts** in the **Workplace > Customers** Navigation Panel. A list of contacts meeting the current view criteria will be displayed.
- 2. Before creating a new contact in Microsoft CRM, it is important to carry out a search to ensure the contact details do not already exist in the database. To search for a contact:
  - a. Enter the contact's name into the search box at the top of the view. You can use name, email or parent customer. To widen the search use the wildcard (\*) character.
  - b. Click the 🔎 button.
  - c. A list of all contacts matching the search term entered will be displayed.
- 3. Once you are satisfied the contact does not already exist, select **New** on the ribbon to create a new contact record.



4. A blank Contact form will be displayed. Complete the requested information before selecting **Save & Close** on the ribbon.



Use the **Parent Customer** field to link the contact to an account record (for example the company the contact represents). When you select the icon alongside the field a list of existing account records will be displayed, select the appropriate record from those listed. If an appropriate account record is not listed, select **New** to create a new account record.

#### **EDIT A CONTACT**

To edit a contact in Green 4 CRM:

- Select Contacts in the Workplace > Customers Navigation Panel. A list of contacts meeting the current view criteria will be displayed.
- 2. Carry out a search for the contact of interest.
- 3. Double-click over the appropriate contact record. The details will be opened in the form view.
- 4. Modify the details as required and select **Save & Close** on the ribbon.

#### **DEACTIVATE A CONTACT**

It is recommended that when a contact is no longer active, their record in CRM is deactivated rather than deleted from the database. When a record is deactivated the details remain in the system but are hidden from the majority of views.

To deactivate a contact record in Green 4 CRM:

- Select Contacts in the Workplace > Customers Navigation Panel. A list of contacts meeting the current view criteria will be displayed.
- 2. Carry out a search for the contact of interest.
- 3. Double-click over the appropriate contact record. The details will be opened in the form view.
- 4. Select **Deactivate** on the ribbon.
- 5. The Confirm Contact Deactivation dialog will be displayed. Select **OK** to continue.



A contact record can be re-activated at a later date if required. The Advanced Find dialog may have to be used to search for the deactivated record. A record that has been deactivated cannot be changed.

#### **CREATE AN ACCOUNT**

To create an account in Microsoft CRM:

- 1. Select Accounts in the Workplace > Customers Navigation Panel. A list of accounts meeting the current view criteria will be displayed.
- 2. Before creating a new account in Microsoft CRM, it is important to carry out a search first to ensure the account details do not already exist in the database. To search for an account:
  - a. Enter the account's name into the search box at the top of the view. To widen the search use the wildcard (\*) character.
  - b. Click the 🔎 button.
  - c. A list of all accounts matching the search term entered will be displayed.
- 3. Once you are satisfied the account does not already exist, select **New** on the ribbon to create a new account record.



File Accounts View	Cha	rts	Add	Custo	omize			
New Edit Activate	Me	erge	Send Di E-ma	irect A	dd to Ma List	arketing	Connect	As
Records						G	ollaborate	
Workplace 🚮 🙀	-	Acco	ounts:	My	Active	Acco	unts 🗸	
Calendar			Accou	int Nar	ne 🔺			
Duplicate Detection			Green	4 Solu	tions			_
			- Creen					
Articles								
Reports								
Announcements								
▲ Customers								
Accounts								
Sector Contacts								
<b>Workplace</b>								
5 Sales								

4. A blank account form will be displayed. Complete the requested information before selecting **Save & Close** on the ribbon.



When adding address details for the organisation it is useful to name the addresses (e.g. shipping or accounts) as this will allow you to look-up and assign the address details to orders. The names used for addresses are arbitrary, but should be carefully selected to ensure you can identify the correct address from the name only.

#### ADDING CONTACTS TO AN ACCOUNT

To add contacts to an account record:

- Select Account in the Workplace > Customers Navigation Panel. A list of Accounts meeting the current view criteria will be displayed.
- 2. Carry out a search for the account you are interested in.
- 3. Double-click over the appropriate account record. The details will be opened in the form view.
- 4. In the Form Navigation Panel, select **Contacts**. A list of contacts associated with the account will be displayed:



		List Tools	🕌 Microsoft
File Account Add	Customize	Contacts	
Add New Add Existing Edit	× 2 0	Send Direct Ac E-mail	dd to Marketing Campaign -
Records			Collaborate
Information Details Additional Details Administration Notes Conflicts Tab		Account Green 4 Contacts: ( Full Name A Marian Rout	Contact Associated View -
Ketated     Common     More Addresses     Activities     Cosed Activities     Sub-Accounts     Contacts     Relationships     Gonections			

- 5. To link a contact that already exists in the database to the account carry out the following:
  - Click Add Existing Contact on the ribbon.
  - The Look Up Records dialog will be displayed:

ook for:	Contact	×	Show Only My Records	
Search:	Marian	2		
E F	uli Name		Parent Customer	Address 1: City
- <b>S</b>	larian Routledge		Green 4	
- 👧 N	farian Routledge			
- 19 N	larian Cleworth			
- <u>8</u> N	fariana Davies			
- 1990 N	tarian Obrien			
- 841 M	fariana Daviar			
4				
1 - 17 of	17 (0 selected)			14 4 Page 1
Selected I	ecords:			
Ad	1			
Rema	W8			

- In the **Search** box enter the name of the person you wish to add to the account (the wildcard \* can be used to broaden the search) before clicking the Pbutton.
- A list of contacts meeting the search criteria will be displayed.
- Click on the contact you wish to add to the account.
- Once the details are complete select **OK** to return to the Account form.



Multiple contacts can be added simultaneously using the method described above.

- 6. To link contact that doesn't already exist in the database to the account record, use the New button on the Look Up Records dialog to open a blank contact form allowing you to enter the details of the new contact. When you select Save& Close on the contact record you will be redirected to the Look Up Records dialog, where you will be able to select the newly created contact.
- 7. Once the details are complete select **Save & Close** on the ribbon to save the account details.

#### **EDIT AN ACCOUNT**

To edit an account in Green 4 CRM:

- 1. Select **Account** in the **Workplace** Navigation Panel. A list of Accounts meeting the current view criteria will be displayed.
- 2. Carry out a search for the account.
- 3. Double-click over the appropriate account record. The details will be opened in the form view.
- 4. Modify the details as required and select **Save & Close** on the ribbon.

#### **DEACTIVATE AN ACCOUNT**

It is recommended that when an account is no longer active, the customer's record in CRM is deactivated rather than deleted from the database. When a record is deactivated the details remain in the system but are hidden from the majority of views.

To deactivate an account record in Green 4 CRM:

- 1. Select **Account** in the **Workplace > Customers** Navigation Panel. A list of accounts meeting the current view criteria will be displayed.
- 2. Carry out a search for the account.
- 3. Double-click over the appropriate account record. The details will be opened in the form view.
- 4. Select **Deactivate** on the ribbon.
- 5. The Confirm Account Deactivation dialog will be displayed. Select **OK** to continue.



An account record can be re-activated at a later date if required. The Advanced Find dialog may have to be used to search for the deactivated record.



## ACTIVITIES

Microsoft CRM provides a basic activity management system that enables you to schedule or log activities associated with the various records in the database, such as opportunities, leads, contacts, accounts, or cases. Activities are used to record interactions you have with customers, and therefore allow you to build up a history of the interactions you have had with each of your customers. Example activities include:

- Recording an incoming telephone call
- Recording an outgoing telephone call
- Linking emails sent and received to the customer
- Adding a to-do task to an order e.g. print tickets
- Creating a record of an appointment with a client

#### **VIEWING YOUR ACTIVITIES**

To view the activities that have been assigned to you carry out the following:

- In the Workplace > My Work navigation pane, select Activities. The activities list view will be opened displaying all activities that meet the view criteria.
- 2. To view your activities, select the All Activities > My Activities from the drop-down list at the top of the view.



- 3.
- 4. The view will be refreshed to display only the activities that have been assigned to you. To open the details of an activity, double-click over the row of interest.



You can select to view activities of a particular type only, for example to view your telephone calls select **Phone Calls > My Phone Calls** from the drop down list.



#### VIEWING OPEN ACTIVITIES LINKED TO A CONTACT OR AN ACCOUNT

To view the activities related to a contact or an account:

- 1. Open the appropriate contact or account record in the form view.
- 2. To view activities that are still open (i.e. have not been completed) select **Activities** in the form navigation panel. A list of open activities linked to the contact or account will be displayed.



#### **VIEWING ACTIVITY HISTORY**

To view the activities related to a contact or account that have been closed and completed:

- 1. Open the appropriate contact or account record in the form view.
- 2. Select **Closed Activities** in the form navigation panel. A list of completed activities linked to the contact or account will be displayed.

	List Tools
File Contact Add	Activities
Add New Add Existing Activity Records	X
Information Record Wall	Contact Steve F
- Details	Activities:
<ul> <li>Preferences</li> <li>Notes &amp; Activities</li> <li>Marketing Preferences</li> </ul>	Filter on: All
Related	
Common     More Addresses     Activities	



#### **CREATING AN ACTIVITY FROM WORKPLACE**

To create an activity within Microsoft CRM:

- 1. In the **Workplace > My Work** navigation pane, select **Activities**. The activities list view will be opened displaying all activities that meet the view criteria.
- 2. Select New followed by the activity type that you wish to create on the ribbon, for example select **Task**, **Phone Call** or **Appointment**.



- 3. Once the activity type has been selected, the appropriate form will be displayed. Complete the requested information including:
  - **Subject**. Enter a descriptive name for the activity.
  - Regarding. Use to link the activity to another record, for example event or person.
  - **Owner**. Your Microsoft CRM username will be automatically entered.
  - **Duration.** Enter the duration of the activity.
  - **Due**. Enter when the activity is due to be completed.



If you select to create an Appointment, it will be necessary to select **View in CRM** on the ribbon to view the full CRM form.

- 4. Once the information is complete select **Save and Close** on the ribbon.
- 5. The following activity types will be displayed in Outlook:
  - Appointments will appear in the your Outlook Calendar
  - Tasks will be added to your Outlook Task List.



#### **CREATING AN ACTIVITY FROM A CONTACT OR ACCOUNT**

To create an activity related to a contact or account:

- 1. Open the appropriate contact or account record in the form view.
- 2. Select Activities in the form navigation panel. A list of activities linked to the contact or account will be displayed.
- 3. Select Add New Activity from the ribbon. A list of available activities will be displayed:



- 4. Once the activity type has been selected, the appropriate form will be displayed. Complete the requested information including:
  - Subject. Enter a descriptive name for the activity.
  - Regarding. Use to link the activity to another record, for example event or person.
  - **Owner**. Your Microsoft CRM username will be automatically entered.
  - Duration. Enter the duration of the activity.
  - **Due**. Enter when the activity is due to be completed.



If you select to create an Appointment, it will be necessary to select **View in CRM** on the ribbon to view the full CRM form.

5. Once the information is complete select **Save and Close** on the ribbon.

#### **SET REGARDING FOR AN ACTIVITY**

The Regarding field enables you to attach an activity to an additional record within CRM, such as an order, opportunity or case. By associating the activity with an additional record, you can then see the activity from any of those records. For example if the regarding field is set to an Opportunity, when the opportunity record is viewed the activity will be listed under the Activities area of the opportunity form. Essentially, setting a regarding field allows you to develop a rolled up view of your Activities.

To set the regarding record for an activity

- In the Workplace > My Work navigation pane, select Activities. The activities list view will be opened displaying all activities that meet the view criteria.
- 2. Highlight the activity that you wish to set the regarding for.



- 3. Select Set Regarding on the ribbon.
- 4. The Set Regarding dialog will be displayed. Click the Look Up button to open the Look Up Dialog and select the appropriate record. When using the Look Up Dialog, ensure the **Look For** field is set to the correct record type.
- 5. Click **OK** to save the changes.

#### **ASSIGNING AN ACTIVITY TO ANOTHER USER**

By default activities that you create will be assigned to you. To assign an activity to another user carry out the following:

- 1. In the **Workplace > My Work** navigation pane, select **Activities**. The activities list view will be opened displaying all activities that meet the view criteria.
- 2. Highlight the activity that you wish to assign.
- 3. The Assign to Team or User dialog will be displayed. Click the Look Up button to open the Look Up Dialog and select the appropriate record.
- 4. Once the details are complete select **OK** to save the changes.

#### **COMPLETING AN ACTIVITY**

Once an activity has been completed, it is necessary to set the record to complete in Microsoft CRM as described below:

- In the Workplace > My Work navigation pane, select Activities. The activities list view will be opened displaying all activities that meet the view criteria.
- 2. Highlight the activity that you wish to set to complete.
- 3. Select Mark as Complete from the ribbon.
- 4. The Close dialog will be displayed. Complete the details before selecting **OK** to continue.
- 5. Alternatively, depending upon the activity type you may be able to
  - Convert the activity to an Opportunity
  - Convert the activity to a Case
  - Promote the activity to a Response
  - Convert the activity to a Lead

When one of the above options is selected from the ribbon, the convert dialog will be displayed allowing you to define the properties of conversion. Enter the requested details before selecting **OK** to continue.

#### **FOLLOW UP TELEPHONE CALL**

When managing telephone calls you may wish to create a follow up call, for example to remind you to contact the customer to confirm their order details a week later. To automatically create a follow up call carry out the following:

1. With the Phone Call details open in the form view select Followup Call in the Navigation Panel:



File Phone Call Customize	:					Eden	Project Test
Mark Complete Save Save & Save Save Save & Save	te Attach Add File Include	To Opportunity Convert Activity	Connect Add to	Queue Item Assign Details Collaborate	Sharing ↓ Copy a Link E-mail a Link	<b>Orection</b>	Run Report - Data
Information Phone Call Notes Followup Call Related Connections Audit History Processes Workflows Dialog Sessions	Phone Call New Followup Call Follow up Date Followup Details			Follow Up Call Owner	Phone	Calls	

- 2. Complete the following details:
  - Follow up Date. Enter the date and time when the follow up call will be due.
  - Follow Up Call Owner. Select the CRM user who will be responsible for making the call. The owner field will determine the "My Activities" schedule the call will be placed on.
  - Follow up Details. Enter the details required to make the follow up call.
- 3. The follow up call will be automatically created using the details entered when the original call is set to complete (select Mark Complete on the ribbon). The follow up call will be assigned to the user entered into the Follow up Call Owner field. If this field is left blank, the owner of the original call will be set as the owner of the follow up.

#### **TRACKING EMAILS**

When you use the Microsoft Outlook CRM client, you have the ability to automatically track emails against a contact in CRM. When you select to track an email (either incoming or outgoing) all replies are automatically tracked into CRM, ensuring the whole conversation is recorded against the customer record within CRM. The tracked emails are saved under the **Completed Activities** tab of the contact form.

To track an email:

1. With the email open, click the **Track** button on the ribbon as shown below:



File Message	Insert Options	Format Text Review Powwownow
Paste Show	A Basic Text * Names Include	e Track Set Regarding CRM
To           Send           Bcc	Catherine Perryman (	Catherine.Perryman@green4solutions.com);
Marian Routledge marian.routledge M: +44 7738 078 2 T: +44 8455 088 1 Find us on:	CRM Testing @green4solutions.com 197 49	UK Office: 16-17 Midland Court Central Park Lutterworth Leicestershire LE17 4PN



The Track button will be available on both outgoing and incoming emails.

- 2. When the email is sent (or immediately if you are tracking an incoming email) an activity will be created against the contact in CRM.
- 3. If the contact does not already exist in CRM you will need to create a new contact record. To create a new record:
  - a. Open the sent email in Outlook
  - b. Scroll to the bottom of the email to view the Microsoft CRM area:

From:	🖲 Marian Routledge	
To:	Catherine Perryman (Catherine.Perryman@green4solutions.com)	om)
Cc	, , ,	
Subject:	CRM Testing CRM:0002001	
Testing tra	acking emailsplease ignore!	
Marian Ro <u>marian.ro</u>	outledge utledge@green4solutions.com	16-17 Mid C
M: +44 77	38 078 297	
E – Microsof	th Dunamics CDM	
Regarding	g: <u>None</u>	
📑 This e-ma	ail is being tracked in CRM.	
👜 Related re	ecords:	
🚂 <u>Mari</u>	an Routledge	
Sal Cath	erine Perryman (Catherine.Perryman@green4solutions.com)	

- c. Any email addresses that cannot be matched with CRM will be listed in red.
- d. To create a new contact from the email address, click over the name to display a pop up menu:



- Misso soft Dunamics CDM		
Regarding: <u>None</u>		
🖏 This e-mail is being tracked in CRM.		
Related records:		
Marian Routledge		
Catherine Perryman (Catherine.Perryman@green4solutions.com)	8	Create as contact
	<b>N</b>	Create as lead
	_	

#### e. Select Create as Contact from the menu.

- f. A CRM contact form showing the information known will be displayed. Complete the information, ensuring all mandatory fields are filled, before selecting **Save & Close** on the ribbon.
- g. The email message will be redisplayed with the CRM details updated:

— Microsoft Dynamics CR	M
S microsoft bynamics cit	141
🍕 Regarding: <u>None</u>	
📑 This e-mail is being trac	ked in CRM.
Related records:	
🔙 Marian Routledge:	Catherine Perryman (Catherine.Perryman@green4solutions.com)

Once an email has been tracked, any replies received will be automatically tracked providing the CRM token (highlighted below) in the subject heading remains unchanged:

From:	🖲 Marian Ro	utledge			
To: CC	Catherine	Catherine Perryman (Cath			
Subject:	CRM Testing	CRM:0002001			

#### **BREAKING CONTACT & ACCOUNT RELATIONSHIPS**

When you create an activity record against a contact that is linked to an account, a copy of the activity will be automatically saved against the account record. Consequently if the contact – account link is broken (because the employee leaves for example), a record of the activity will always remain with both the contact record and the account record, ensuring you have a complete picture of all activity with an organisation and an individual.



## **MANAGING OPPORTUNITIES**

#### **CAPTURE AN OPPORTUNITY**

Using Microsoft CRM, opportunities can be recorded and linked to the relevant account or customer. Opportunities can be considered as potential orders, and therefore they contain the same information as an order, but the details remain unconfirmed. You may create an opportunity when you contact a customer and they appear interested in the offering, but cannot confirm the order immediately. You can link scheduled activities to the opportunity, for example a call back can be scheduled for a week's time, ensuring that you follow up on any potential sales in a timely manner.

To create an opportunity in Microsoft CRM against a contact:

- 1. Select **Contacts** in the **Workplace > Customers** Navigation Panel. A list of contacts meeting the current view criteria will be displayed.
- 2. Carry out a search for the contact
- 3. Double-click over the appropriate contact record. The details will be opened in the form view.
- 4. Select **Opportunities** under the **Sales** heading on the form navigation panel (highlighted below).



- 5. Select Add New Opportunity on the ribbon.
- 6. A blank Opportunity form will be displayed:



File Opportunity Add	Customize	🟄 Mia	crosoft Dynamics CRM			Green 4 DBA 🔮 Eden Project Test 🔈
Save & New Save & New Save & Delete Close Save	Recalculate Opportunity Actions	Sharing - Ssign Copy a Link E-mail a Link Collaborate	Run Workflow Dialog Process	Run Report - Data		
Information General	Opportunity New				[	Opportunities 🔻 🛧 🗣
<ul> <li>Line items</li> <li>Notes &amp; Activities</li> <li>Quotes</li> <li>Preferences</li> </ul>	Potential Custom	ier	Est. Revenue		Est. Close Date	2
Related 4 Common	General     Topic*     Potential Customer*	Adam Law		Opportunity Contact	t 🙆 Adam Law	
Activities Closed Activities Relationships	Where did you hear about us?* Description		~	Where did you hear about us - Details		
<ul> <li>Connections</li> <li>Documents</li> <li>Audit History</li> </ul>						
✓ Sales Orders Invoices	Forecast Informati	on				
Competitors     Processes     Workflows	Est. Revenue	System Calculated	User Provided	Probability (%)		
🔟 Dialog Sessions	Est. Close Date Currency *	Pound Sterling		Rating	IWarm	▼ ▼
	Status C	Open		Pipeline Phase		

- 7. Complete the following details:
  - **Topic.** Enter a topic for the opportunity, for example the name of the event the opportunity relates to.
  - **Potential Customer.** The name of the potential customer will be automatically entered. If the opportunity was generated from an account record, the name of the primary contact at the organisation will be entered into the **Customer Contact** field. The Customer Contact can be changed if required.
  - Where did you hear about us? Use the drop-down list to select the source of enquiry.
  - **Currency.** The currency field will be automatically set to the default currency for your system. Leave unchanged.
  - **Price List.** Use the Look Up Records dialog to select the price list to be linked to the opportunity. The price list selected will determine the products available to you and the prices charged for products added to the opportunity.
- 8. Select **Save** on the ribbon to save the details entered but leave the opportunity form open.
- 9. Select Line Items in the form navigation panel. The Line Items grid will be displayed. The Line Items grid is used to add the products the customer is interested in purchasing.



File Opportunity Add	Customize			Eden Project Test 🚕
Save & New X Delete	Close as Close as Recalculate Opportunity	Connect Assign	Run Start Workflow Dialog	
Save	Actions	Collaborate	Process Data	
Information General	Opportunity Sales Opportu	nity Ert Revenu	16	Opportunities 💌 🖈 🖶
Quotes Preferences	Adam Law	£0.00		LSL Cluse Date
Related	Price List	<u>Events</u>		
▲ Common	Fixture	Existing Product 🔺	Write-In Product	Price Per Unit Quant
Activities Closed Activities Relationships		No Орр	portunity Product records are a	vailable in this view.
Connections	0 - 0 of 0 (0 selected)			M 4 Page 1 ▶
Audit History	Discount (%)		Product Totals	£ 0.00
4 Sales	Discount £		Pre-Freight Amount	£ 0.00
Invoices	Freight Amount £		Total Amount	£ 0.00

10. Using the mouse, click inside the grid (highlighted above). The ribbon will change to display the List Tools Opportunity Products tab:

			List Tools		🕌 Microsoft D	namics CRM					green4solu	utions Last name 🙆
F	ile Opportunity	y Add Customize	Opportunity Products									Exeter Chiefs 🚕
		X Delete Oppor	tunity Product	y a Link iil a Link				Ì	53			
Ac	Product	Edit			Filter	View	Pane 🗸	Workflow	Dialog	Report -	Products	
		Records	Collab	orate	Current View	View		Proce	55		Data	

- 11. Select Add New Opportunity Product on the ribbon.
- 12. A blank Opportunity Product form will be displayed:

	Microsoft Dynamics CRM green4solutions Last name 🥹							
File Opportunity Product	Customize				Exeter Chiefs 🚕			
Save & New Save & Save & New Save & Close	Copy a Link E-mail a Link	n flow Dialog	Run Report -					
Save	Collaborate P	Process	Data					
Information General	Opportunity P	roduct			Opportunity Prod 🔻 🚖			
Related	▼ General				~			
▲ Common Audit History	Select Product	Existing	⊖ Write-In	Write-In Product				
▲ Processes	Existing Product *		Q	Unit *	Q			
🕼 Workflows 📰 Dialog Sessions				Season/Fixture/ Event *	Q			
	Pricing							
	Pricing	🖲 Use Defa	ault 🔘 Override Price					
	Price Per Unit	£						
	Volume Discount	£						
	Quantity*							
	Amount	£			~			

- 13. Complete the following details:
  - **Existing Product.** Use the Look Up Records dialog to search for the product the customer is interested in.
  - Select Product. Ensure the Existing option is selected. The Write In product should only be used if entering the details of an ad hoc product that is not in your product catalogue.
  - Unit. Use the Look Up Records dialog to select the default unit for the selected product.



- Write-In Product. Use to enter the name of an ad hoc product that does not exist in your catalogue.
- **Event.** Use the Look Up Records dialog to search for the event that the product relates to. If the event does not already exist, select **New** on the Look Up Records dialog.
- Quantity. Enter the number of places the customer is requesting.
- 14. Select Save on the ribbon to save the details entered but leave the form open.
- 15. The Pricing information will automatically update using the prices held within the system for the selected product. If required you can manually change the price charged as follows:
  - **Manual Discount.** To offer a manual discount on the total price charged, enter the amount into the Manual Discount field. For example to discount the price by £100 enter 100.
  - **Override Price.** To discount each individual place, for example to charge £80 pounds instead of £100 per place booked, select the **Override Price** option. When this option is selected you will be able to manually enter a **price per unit**.

To see the effects of the changes made to the prices, select **Save** on the ribbon. The form will remain open but the pricing details will be updated to reflect the changes made.

- 16. Once the details are complete select **Save & Close** on the ribbon.
- 17. The Opportunity form will be re-displayed. The newly added product will be listed in the Line Items grid.



Multiple products can be added to the opportunity using the method described above. The products added do not have to relate to the same event.

18. Select **Save** on the ribbon to update the opportunity pricing information (note it may be necessary to select the **Opportunity** tab (highlighted in the image below) at the top of the form):

File Operatively Add	List Too	ls 🏄	Microsoft Dynar	nics CRM		Gr Eden P	een 4 DBA @
Add New Opportunity Edit	Delete Opportunity Product Bulk Delete	Copy a Link	Filter	Set As Default View	Run Workflow	Run Report - Products	
Records		Collaborate	Current View	View	Process	Data	
Information - General - Line Items - Notes & Activities - Quotes - Preferences Related	Opportunity Sales Opport Potential Customer Adam Law Line Items Price List	tunity	Est. 1 £0.0	Revenue 0	E	Opportunities	* 1 4
✓ Common Activities Closed Activities	<ul> <li>✓ Fixture</li> <li>✓ 📸</li> </ul>	Existi Med	ng Product 🔺 Biome Venue Hi	Write-	In Product	Price Per Unit £4,000.00	Quan 💋
Selationships Connections Documents	<ul> <li>1 - 1 of 1 (1 selected)</li> </ul>					H 4 Pa	▶ age1 ▶

#### **CREATING A SERVICE ACTIVITY (TO BOOK A RESOURCE)**

If the opportunity relates to a limited resource, for example a venue booking or a guided tour booking, it is necessary to create a service activity to tentatively book the resource as described below:

- 1. With the Opportunity open in the form view, select **Activities** in the form navigation area.
- 2. On the ribbon select **Add New Activity > Service Activity**.
- 3. A blank service activity form will be displayed:



			🟄 Mic	rosoft Dynamics CRM	Л					Green 4 DBA
File Service Activity	Customize								E	den Project Test
Mark Complete	🛃 Save & Ne	Attach Add File Note	📆 Schedule	To Opportunity	Connect	Add to Queue Queue Deta	Item	Assign	Process	s Run Report +
Save		Include	Actions	Convert Activity		Collabor	ate			Data
Information Service Activity		Service Activity							Service Activ	rities 🔻 🏦 🗸
- Details	- s	ervice Activity					~	Form A	ssistant	>
Related	s	ubject *					ר ו	Form A	Assistant Help	~
4 Common	5	Sanita *					Form Assistant Help			
Audit History		ustomers	Adam Law	4 Site			1	Select	a lookup field	
4 Processes	P		Main Law				¢ 1		-	
🥳 Workflows		ration								
Dialog Sessions			Dending	Order	-					
		now nine As	Pending	Older		14	Ļ			
	3	cheduling Inform	ation				_			
	S	art Time *	03/12/2013	••	12:00	~				
	E	nd Time *	03/12/2013		12:30	~				
	D	uration	30 minutes			~				
	A	II Day Event								
	N	otes								
		dd a new note								
	-	ad a new hotem								
							-			

- 4. Enter the following details:
  - **Subject.** Enter the subject for the activity, for example Booking Smith.
  - Service. Use the Look Up Records dialog to select the appropriate service, for example Venue Booking.
  - **Customer.** The customer field will be automatically created with details from the opportunity.
  - **Resources.** When you click into the resources field the Form Assistant area will become populated with the resources available for the service you have selected. For example in the image below a list of venues are listed. Pick the appropriate resource you wish to book.

Parourrar	
Resources	~
Customer Preferred	-
No preference specified	
Resources	
Choose 1 From The sa	

- **Show Time As.** By default this will be set to **Pending**, however you can use the drop-down list to change the status of the activity.
- Start Time/End Time. Enter the start and end dates and time of the event.
- 5. Select **Save** on the ribbon. If the resource picked does not have availability for the time selected an error will be displayed:



Scheduling Alerts Webpage Dialog			×
Scheduling Alerts The following potential scheduling problems have until these problems are fixed.	e been found. You might	not be able to schedule th	iis activity
Score Suite does not have the required capacit	y.		
	Ignore and Save	Schedule	Cancel

- 6. Once the details are complete select **Save & Close** on the ribbon to return to Opportunity record.
- 7. Select Save & Close on the ribbon to close the opportunity.

#### **EDIT AN OPPORTUNITY**

To edit an opportunity in Microsoft CRM:

- 1. Select **Opportunities** in the **Sales** Navigation Panel. A list of opportunities meeting the current view criteria will be displayed.
- 2. Carry out a search for the opportunity.
- 3. Double-click over the appropriate opportunity to open the details in the form view.
- 4. Edit the details as required before selecting **Save and Close** on the ribbon.

#### **ADDING ACTIVITIES TO OPPORTUNITIES**

To create an activity related to an opportunity:

- 1. Open the appropriate opportunity record in the form view.
- 2. Select Activities in the form navigation panel. A list of activities linked to the opportunity will be displayed.
- 3. Select Add New Activity from the ribbon. A list of available activities will be displayed:



- 1. Once the activity type has been selected, the appropriate form will be displayed. Complete the requested information including:
  - Subject. Enter a descriptive name for the activity.
  - **Regarding**. Use to link the activity to another record, for example event or person.



- **Owner**. Your Microsoft CRM username will be automatically entered.
- **Duration.** Enter the duration of the activity.
- **Due**. Enter when the activity is due to be completed.
- 2. Once the information is complete select **Save & Close** on the ribbon.

#### **CLOSE AN OPPORTUNITY AS LOST**

If an opportunity does not result in an order, it is best to deactivate the opportunity record. Deactivated opportunities remain within Microsoft CRM, but are not displayed in most views. Deactivated records can be re-activated if necessary, please contact your system administrator for assistance.

To deactivate an opportunity in Microsoft CRM:

- 1. Select **Opportunities** in the **Sales** Navigation Panel. A list of opportunities meeting the current view criteria will be displayed.
- 2. Highlight the opportunity to be deactivated as shown below:



- 3. Select **Close as Lost** from the ribbon.
- 4. The **Close Opportunity** dialog will be displayed.
- 5. The Status will be automatically set to Lost. Use the drop-down list to select the Status Reason.

🕌 Close Enquiry	X
Close Enquiry Provide the following	information about why this opportunity is being closed.
Status *	○ Won ● Lost
Status Reason *	Accommodation
Actual Revenue	£ 0.00
Close Date *	03/12/2013
Competitor	
Description	
	OK Cancel

6. Once the details are complete, select **OK** to continue.

### **QUOTE MANAGEMENT**

The quote entity within Microsoft CRM is used to record the details of a quote you are submitting to your customer. A quote can be created from an existing opportunity or be standalone.

### **CREATING A QUOTE FROM AN OPPORTUNITY**

To convert an opportunity into an quote, carry out the following:

1. With the opportunity open in the form view, select **Quotes** in the form navigation panel:



2. Ensure you click into the Quotes table on the form. Select Add New Quote on the ribbon.



3. A new quote will be created and opened in the form view. The quote will automatically carry forward all of the information entered during the opportunity phase, for example product lines.

File Quote Add Custo	mize							Blackpool 🚕
Save & Close & Delete	Look Up Recalculate Get Address	Print Quote for Customer Order	Activate Quote Revise	Close Quote	Connect Assign	🧊 Sharing ▾ 🍘 Copy a Link 🗑 E-mail a Link	Run Workflow	Run Report -
Save		Actions			Colla	borate	Process	Data
Information General Shipping	Quote test						Quotes	* 4 4
- Addresses - Administration	General     Quote ID *	OUO-01002-F4D5X2			Revision ID *	0		^
Related	Name *	test			Currency *	Pound 1	Sterling	×
Common Products	Price List *	Group Sales			currency		Sterring	
Gither Contacts	Totals							
Activities	Detail Amount	£ 200.00						
Connections	Quote Discount (%)							
<ul> <li>Documents</li> <li>Audit History</li> </ul>	Quote Discount	£						
▲ Processes	Pre-Freight Amount	£ 200.00						
Workflows	Freight Amount	£						
	Total Tax	£ 0.00						
	Total Amount	£ 200.00						
	T Chinaina							~

- 4. Additional products can be added by selecting **Products** in the form navigation area. Select **Add New Quote Product** on the ribbon.
- 5. Once the details are complete, select Activate Quote to lock the detail of the quote.
- 6. Quotes will be listed in CRM on the Sales > Quotes tab of the navigation area.

#### **REVISING A QUOTE**

If you wish to revise a quote, for example the customer has returned to you with additional/changed requirements carry out the following:

- 1. Open the quote details in the form view.
- 2. Select Revise on the ribbon.
- 3. A new quote record will be created (the previous quote will be deactivated). The new quote will copy the details from the previous version, but move the **Revision ID** on by 1.
- 4. Once the changes have been made, select Activate Quote to lock down the details.

#### **RUNNING QUOTE REPORT**

From the quote you can generate a report using the information entered. This report can be issued to your customer.

- 1. To review a copy of the qupte, select **Run Report** followed by **<report name>** from the ribbon.
- 2. The quote details will open in the Report Viewer:



File					1 0
Edit Filter					
Select information that need	is to be displayed in the Item Details a	rea: Product ID, Quantity	Price per unit		View Report
14 4 1 of 1 ▷	▷』 � 100% ✔	Find	Next 🛃 - 📀 🏭		
Quote: Green 4	Solutions				
To:		From:			
Green 4 Solutions		CRM-VPC Administrate	r		
1					
Summary					
Total Amount:	£200.00	Quote ID:	QUO-01002-F4D5X2		
Shipping Method:		Date:	4/11/2014		
Requested Delivery Date:		Effective From:			
Payment Terms:		Effective To:			
Due By:					
Shipping Information					
Ship To:		Bill To:			
Details					
Product ID Product			Quantity Price	Sub Total	

- 3. From the Report Viewer you can carry out the following actions:
  - **Export the Report.** Select the **Export** button (🔼 ) to export the report. A drop-down list will be displayed allowing you to select the format used to save the report (e.g. CSV, PDF).
  - Print the Report. Select the Print button (<sup>(a)</sup>) to print the report to an appropriate printer connected to the computer.
- 4. To close the report select **Close** from the **File** menu.

### **ORDER MANAGEMENT**

The order entity within Microsoft CRM is used to record the details of confirmed orders within the corporate sales process. An order record can either be created from an existing quote, opportunity, or, can be created as a standalone record. Once an order record has been created, the management of the record is the same.

#### **CREATING AN ORDER FROM A QUOTE**

To convert a quote into an order, carry out the following:

- 1. With the quote open in the form view, select **Create Order** on the ribbon.
- 2. The Create Order dialog will be displayed. Complete the requested information before selecting OK.
- 3. The order will be displayed. All information entered during the creation of the quote will be displayed. The underlying quote and opportunity (if applicable) will be marked as closed.

#### **CREATING AN ORDER FROM AN OPPORTUNITY**

To convert an opportunity into an order, carry out the following:

1. With the opportunity open in the form view, select **Orders** in the form navigation panel:



		List loois					
File Opportunity Add	Customize	Orders					
Add New Corder	Send Direct E-mail	🛃 Connec	t - Assign Orders				
Records		Co	llaborate				
Information - General - Line Items - Notes & Activities - Quotes - Duotes	Opportunity test Potential Customer I Ben Weston						
Freierences	🛄 Order	s: Order	Associate				
Related	Name	•					
Orders	0 - 0 of 0 /0 /	selected)					
Competitors	All #	A B	C D				

- 2. Select Add New Order on the ribbon.
- 3. A new order will be created and opened in the form view. The order will automatically carry forward all of the information entered during the opportunity phase, for example product lines. When the order is created, the opportunity is automatically closed with a status of **Won**.

File Order Add Custo	omize							Exete	er Chiefs 🔈
Save & New X Delete	Create Invoice Recalculate	ng 👒 Get Products ing 🔐 Lock Pricing 🔛 Look Up Address	Connect Assign	🧊 Sharing ↓ 🖓 Copy a Link 🗑 E-mail a Link	Run Workflow	Start Dialog	Run Report +		
Save	Act	ions	Collab	orate	Proces	55	Data		
Information General Line Items	Order test Customer	Ben Weston					Total Amount	Orders t £11,250.00	▼ ☆ 寻
Additional information Addresses Administration Notes	✓ General Order ID *	ORD-01002-Z4J0R0		Status	Reason	New			<b>∼</b>
Related	Name *	test							
Common     Products	Customer * Order Contact	Ben Weston		Curren	cy* st*		Pound Sterling Diamond		Q
<ul> <li>Other Contacts</li> <li>Activities</li> </ul>	Totals								
Closed Activities	Detail Amount Total Amount	£ 11,250.00 £ 11,250.00		Prices I Paymer	Locked * nt Method *				~
Service Activities	Total Amount Inc. VAT	£ 13,500.00		PO/ Au Numbe	thorisation er				
A Sales	Status	Active							

- 4. Complete the additional information requested, for example event details and group booking details. In addition you can open the individual line items and edit the details relating to those.
- 5. Once the details are complete, select **Save** to commit the order.

#### **UPDATING SERVICE ACTIVITIES**

If you are using service activities to book the use of resources carry out the following to update the activity:

1. With the order open, select **Service Activities** under the service area of the form navigation.



		List	Tools			4
File Order Add Custor	nize	Service	Activities			
Add New Service Add Existing Service	e Ec	∠ <sup>®</sup> × iit <mark>≷</mark>	图 • 23 A	ssign Servic Activities	e F	Fi
Records			C	ollaborate	(	Iuri
Information General Line Items	E	Orde Sale	r <b>is Oppo</b> mer	ortunity	<b>i</b> Adam La	w
<ul> <li>Event Details</li> <li>Group Bookings</li> <li>Addresses</li> </ul>	L	Servic	e Activitie	es: Servio	e App	oir
Notes		Subje	a 🛎			
<ul> <li>Common</li> <li>Products</li> <li>Other Contacts</li> <li>Activities</li> <li>Closed Activities</li> <li>Connections</li> <li>Audit History</li> </ul>						
Sales Orders Invoices Service						
Eg Service Activities	0 - 1	0 of 0 (0 s	elected)			

- 2. Select Add Existing Service Activity on the ribbon.
- 3. The Look Up Records dialog will be displayed allowing you to find the service activity created during the opportunity phase of the sales process. Select the activity before clicking **OK** to continue.
- 4. The activity will be listed under the Service Activities view on the opportunity form (it may be necessary to refresh the grid). If you need to update the activity, for example changed the status, double click over the activity name to open the details in the form view.

#### **RUNNING SALES ORDER REPORTS**

From the order you can generate a booking confirmation and event sheet using the information entered

- 5. To review a copy of the order, select **Run Report** followed by **<report name>** from the ribbon.
- 6. The order details will open in the Report Viewer:

File							
Edit Filter							
Select information that needs to be displayed in the Item Details area: Product ID, Quantity, Price per unit 💌							
II	▼ Fin	d   Next 🔍 🗸 💿	÷				
Order: Marian Routledge							
To:	From:						
Marian Routledge	CRM2011 Administrati	or					
Summary							
Total Amount: £12,700.00	Order ID:	ORD-01038-G5Y8L	7				
Shipping Method:	Date:	18/03/2013					
Requested Delivery Date:							
Payment Terms:							
Shipping Information							
Ship To:	Bill To:						
Details							
Product ID Product		Quantity	Price Sub Total				
BCFCSEA01 Boardroom Club		4.00 £3,2	£12,700.00				
		Total Tax	£0.00				
		Total	£12,700.00				
18/03/2013 13:40 Prepared by • C	RM2011 Administrator		Page 1 of 1				



- 7. From the Report Viewer you can carry out the following actions:
  - **Export the Report.** Select the **Export** button (🔼 ) to export the report. A drop-down list will be displayed allowing you to select the format used to save the report (e.g. CSV, PDF).
  - **Print the Report.** Select the **Print** button (()) to print the report to an appropriate printer connected to the computer.
- 8. To close the report select **Close** from the **File** menu.

#### **CREATING A STANDALONE ORDER**

To create an order without an opportunity, carry out the following:

- 1. Select **Contacts** in the **Workplace > Customers** Navigation Panel. A list of contacts meeting the current view criteria will be displayed.
- 2. Double-click over the appropriate contact record. The details will be opened in the form view.
- 3. Select Orders under the Sales heading on the form navigation panel (highlighted below).



- 1. Select Add New Order on the ribbon.
- 2. A blank Order form will be displayed:



File Order Add Custo	omize						Eden Project Test 🚕
Save & New Save & Close Save Save	Create Invoice	g Set Products ng Lock Pricing Look Up Address ons	Connect Assign	Sharing - Copy a Link E-mail a Link Work	un Start cflow Dialog Process	Run Report - Data	-
Information  - General  - Line Items - Event Details	Order New Customer	阑 Marian Routle	dc		Tot	Orders	▼ (☆ (尋)
Group Bookings Addresses Administration Notes	<ul> <li>✓ General</li> <li>Order ID *</li> <li>Name *</li> <li>Customer *</li> </ul>	Marian Routledge		Status Reason	New	ud Sterling	^
Common  Products  Other Contacts  Activities  Closed Activities	Order Contact Accreditation Application How did you hear about us? *	Marian Routledge		Price List * Where did you he about us - details	ar		
<ul> <li>Connections</li> <li>Audit History</li> <li>Sales</li> <li>Orders</li> <li>Invoices</li> </ul>	Description Totals						Ŷ
Service     Service Activities     Service Activities     Workflows     Workflows     Dialog Sessions	Detail Amount Total Amount Total Amount Inc.	٤ ٤ ٤ 0.00		Payment Method ' Payment Terms PO/ Authorisation	*		•

- 3. Complete the requested information ensuring all mandatory fields are completed.
- 4. Select **Save** on the ribbon to save the details entered but leave the order form open.
- 5. Select **Products** in the form navigation area.
- 6. Select Add New Order Product on the ribbon.
- 7. A blank Order Product form will be displayed:

	Microsoft Dynamics CRM	Green 4 DBA
Save & New Save & Save & New Save Save & Save & Save	Actions Collaborate Process Data	
Information General	Order Product New	Order Products 👻 🛊 🏺
Related Common Audit History	General Select Product Existing O Write In Write-In Product Unit* Unit*	<b>^</b>
Processes     Workflows     Dialog Sessions	Seat Numbers (Comma Separated) Pricing	٩
	Pricing         ● Use Default         O Override Price           Price Per Unit         £         Start Time           Volume Discount         £         End Time	<b>v</b>
	Quantity* Amount É Manual Discount É Extended Amount É	
	✓ Food and Drink	v

8. Complete the following details:



- **Select Product.** Ensure the **Existing** option is selected. The **Write In** product should only be used if entering the details of an ad hoc product that is not in your product catalogue.
- **Existing Product.** Use the Look Up Records dialog to search for the product the customer is interested in.
- Unit. Use the Look Up Records dialog to select the default unit for the selected product.
- Write-In Product. Use to enter the name of an ad hoc product that does not exist in your catalogue.
- Seat Numbers. If seats are to allocated to the customer, enter the details in a comma separated list.
- **Event.** Use the Look Up Records dialog to search for the event that the product relates to. Use the New option on the Look Up Records dialog if the event does not already exist.
- Quantity. Enter the number of places the customer is requesting.
- Start/End Time. Enter the start and end times for the product (e.g. guided tour times).
- 9. Select **Save** on the ribbon to save the details entered but leave the form open.
- 10. The Pricing information will automatically update using the prices held within the system for the selected product. If required you can manually change the price charged as follows:
  - Manual Discount. To offer a manual discount on the total price charged, enter the amount into the Manual Discount field. For example to discount the price by £100 enter 100.
  - **Override Price.** To discount each individual place, for example to charge £80 pounds instead of £100 per place booked, select the **Override Price** option. When this option is selected you will be able to manually enter a **price per unit.**

To see the effects of the changes made to the prices, select **Save** on the ribbon. The form will remain open but the pricing details will be updated to reflect the changes made.

- 11. Once the details are complete select **Save & Close** on the ribbon.
- 12. The Booking form will be re-displayed. The newly added product will be listed in the Line Items grid.



Multiple products can be added to the order using the method described above. The products added do not have to relate to the same fixture, series or event.

- 13. Select Recalculate on the ribbon to update the order pricing information (note it may be necessary to select the Order tab (highlighted in the image below) at the top of the form). Note, to update the Price Including VAT price select Recalculate a second time.
- 14. To review a copy of the order, select **Run Report** followed by **<report name>** from the ribbon.

Save & New Save & X Delete Save & Close	Create Invoice Recalculate	<ul> <li>Get Products</li> <li>Get Products</li> <li>Lock Pricing</li> <li>Look Up Address</li> </ul>	Connect Assign	Sharing ↓ Copy a Link Sharing ↓ Copy a Link Copyate	Run Star Workflow Dialo	Run Report -	
Information  General Line Items Additional Information	Order test Customer	Marian Routle	dc Total Amour	t <b>£1,500.0</b>	00	G4 SP Order	v 🕁 🕸
Addresses Administration Notes Related	✓ General Order ID * Name *	ORD-01010-B8F7D1 test		Status Rea:	son <u>New</u>		

15. The order details will open in the Report Viewer:



File						
Edit Filter						
Select information that needs to be displayed in the Item Details area: Product ID, Quantity, Price per unit 💌 View Report						
I4 4 1 of 1 ▷ ▷	4 100% -	Find   Ne	ext 🛃 -	۰		
Order: Marian Rou	utledge					
To:	Fr	om:				
Marian Routledge	CR	M2011 Administrator				
Summary						
Total Amount: £12,	700.00 Or	der ID:	ORD-01038-	G5Y8L7		
Shipping Method:	Da	te:	18/03/2013			
Requested Delivery Date:						
Payment Terms:						
Shinning Information						
Shin To:	Dil	To:				
Ship To.	Bi	110.				
Details						
Product ID Product			Quantity	Price	Sub Total	
BCFCSEA01 Boardroom Club			4.00	£3,200.00	£12,700.00	
		1	Total Tax		£0.00	
		•	Total		£12,700.00	

16. From the Report Viewer you can carry out the following actions:

- **Export the Report.** Select the **Export** button (🔼) to export the report. A drop-down list will be displayed allowing you to select the format used to save the report (e.g. CSV, PDF).
- **Print the Report.** Select the **Print** button (()) to print the report to an appropriate printer connected to the computer.
- 17. To close the report select **Close** from the **File** menu.

#### **UPDATING A ORDER**

Once an order has been created within Microsoft CRM it is possible to continue to update the record whilst it remains active, for example you can enter the details of when the order has been fully paid and when tickets have been distributed.

To edit an order:

- 1. Select **Orders** in the **Sales** Navigation Panel. A list of orders meeting the current view criteria will be displayed.
- 2. Carry out a search for the order.
- 3. Double-click over the appropriate order to open the details in the form view.
- 4. Edit the details as required before selecting **Save and Close** on the ribbon.

#### **ADDING ACTIVITIES TO ORDERS**

To create an activity related to an order:

- 1. Open the appropriate order record in the form view.
- 2. Select Activities in the form navigation panel. A list of activities linked to the opportunity will be displayed.
- 3. Select Add New Activity from the ribbon. A list of available activities will be displayed:



- 4. Once the activity type has been selected, the appropriate form will be displayed. Complete the requested information including:
  - Subject. Enter a descriptive name for the activity.
  - Regarding. Use to link the activity to another record, for example event or person.
  - Owner. Your Microsoft CRM username will be automatically entered.
  - **Duration.** Enter the duration of the activity.
  - **Due**. Enter when the activity is due to be completed.
- 5. Once the information is complete select **Save & Close** on the ribbon.



Service activities can be created to book resources using this method.

#### SETTING AN ORDER TO FULFILLED

Once an order has been fulfilled, i.e. all of the fixtures, series and events linked to the order have been completed, the order can be deactivated. Deactivated orders will remain within Microsoft CRM, but will not appear in the majority of views. To fulfil an order:

- 1. With the order open in the form view, select **Fulfil Order** on the ribbon.
- 2. The Fulfil Order dialog will be displayed.
- 3. Update the details as required before selecting **OK** to continue.



You will be unable to edit fulfilled orders.

#### SETTING AN ORDER TO CANCELLED

If an order is cancelled, it is best to deactivate the order record. Deactivated orders remain within Microsoft CRM, but are not displayed in most views. Deactivated records can be re-activated if necessary, please contact your system administrator for assistance.



To deactivate an order in Microsoft CRM:

- 1. Open the order record in the form view.
- 2. Select **Cancel Booking** from the ribbon.
- 3. The **Cancel Booking** dialog will be displayed.
- 4. The Status will be automatically set to Cancelled. Use the drop-down list to select the Status Reason.

Cancel Booking Provide cancellation information for this booking.					
Booking ID	ORD-01027-J0J5Q0				
Status Reason	Cost 🗸	•			
Cancel Date	03/12/2013	•			
-		^			
		~			

5. Once the details are complete, select **OK** to continue.

### **PRODUCTS**

The Corporate Sales module uses standard CRM products and price lists to populate opportunities and orders. Setting up products in Microsoft CRM is a three stage process:

- 1. Create your price lists
- 2. Add your products
- 3. Link your products to your price lists

#### **STEP 1: CREATE YOUR PRICE LISTS**

Within Microsoft CRM you should create a price list of each set of products you sell. For example the following would be a common example for a sports club:

Price List	Usage
A Games	Used for pricing products sold for A fixtures (i.e. your premium fixtures).
B Games	Used for pricing products sold for B fixtures (i.e. your second tier fixtures).
C Games	Used for pricing products sold for C fixtures (i.e. your lowest tier fixtures).
Season	Used for season-long products.
Event	Used for special events, e.g. golf days

The above table is only an example, and using Microsoft CRM it is possible to create price lists to meet the needs of your organisation.

To create a price list:

1. Select **Product Catalog** in the **Settings** Navigation Panel. The Product Catlog Work Area will be displayed:





- 2. Select Price Lists in the work area.
- 3. A list of price lists meeting the current view criteria will be displayed:

			🏄 Microsoft Dynar	mics CRM		
File Price Lists View	Charts Customiz	e				
New Edit Activate Rew Edit Activate ↓ Deactivate ↓ Delete ↓	🝙 Copy a Link ↓	Run Workflow	Run Import Report Data	ilter Advanced Find		
Records	Collaborate	Process	D	ata		
Settings 🕼 🙀 - Price Lists: Active Price Lists -						
Green 4 Setungs     Droduct Variant Editor	Name 📥			Currency		
Product Channel Edi	🔲 🝺 🛛 🗛 🕅	Pound Sterling				
A Promotion Types	🔲 🝺 🛚 B Game	Pound Sterling				
Communication Setti	🗌 🝺 C Game	C Game				
🕸 Communication Plug	Exec	Pound Sterling				
🎄 skidata	🔲 🝺 Premium			Pound Sterling		
4 Business	🔲 🝺 Season			Pound Sterling		
Business Management	🗌 📄 Season 20	12-13		Pound Sterling		
Templates	🗌 🝺 Standard			Pound Sterling		
Workplace						

- 4. To create a new Price List, select **New** on the ribbon.
- 5. A blank Price List form will be displayed:

File Price List Customize		STADIUM 🔈
Save & New Save & Close Save	Sharing - Copy a Link E-mail a Link Collaborate Process Data	
Information General	Price List New	Price Lists 🔹 🕁 🖶
<ul> <li>✓ Common</li> <li>♥ Price List Items</li> <li>♥ Audit History</li> <li>✓ Processes</li> <li>♥ Workflows</li> </ul>	Name *       Start Date       Currency *       Pound Sterling       Description	
Dialog Sessions		

- 6. Complete the following details:
  - **Name.** Enter a name for the price list. The name will be used by others to identify the purpose of the price list and should therefore be relevant.
  - **Start Date.** Enter a date when the price list comes into use. Leave blank if the price list will be available immediately.
  - End Date. Enter the date when the price list will cease to be available. Leave blank if the price list is to be available indefinitely.
  - **Currency.** Your organisation's default currency will be automatically displayed. Leave unchanged.



- **Description.** Enter a description of the price list.
- 7. Once the details are complete, select **Save & Close** on the ribbon.

#### **STEP 2: ADD YOUR PRODUCTS**

To add a product to the product catalogue:

- 1. Select **Products** in the **Sales** Navigation Panel.
- 2. A list of products meeting the current view criteria will be displayed:

File Products View	Charts Add Custo	mize						
New Edit Activate	Reclassify	nk - Link - Run Workflow	Run Report - Data +	Excel Advanced Find				
Records	Actions Collabora	te Process	Data					
Sales 🙆 🐼 Products: Active Products -								
Competitors	Product Name		ID	Product Type				
Products	🗐 🎯 Abonnement 2	013-2014	ABO2013	Sales Inventory				
Ouotes	🗕 📄 🎯 🛛 Allen Suite Mat	ch	HOSP24	Sales Inventory				
Bookings	AMC Communi	ation Lounge Gold - Membe	ers Guests BCFCM2M10	Sales Inventory				
Invoices	🔲 🎯 🛛 AMC Communi	ations Lounge Gold	BCFCM2M05	Sales Inventory				
🚰 Quick Campaigns	🔲 🎯 🛛 AMC Communi	ations Lounge Gold Under 1	L6s BCFCM2M06	Sales Inventory				
Goals	📃 🎯 🛛 Bassett Suite M	atch	HOSP09	Sales Inventory				
Goal Metrics	– 📃 🎯 🛛 Bassett Suite Se	ason	HOSP08	Sales Inventory				
Konup Queries	📲 🗐 🛞 Boardroom Clu	b	BCFCSEA01	Sales Inventory				
🥵 Sales	🗌 🌍 🛛 Car Park Accada	imy	HOSP19	Sales Inventory				
S Marketing	🗌 🌍 🛛 Car Park D		HOSP18	Sales Inventory				
<u></u>	📃 🎯 🛛 Car Park East St	and	HOSP21	Sales Inventory				
Loyalty	📃 🎯 🛛 Car Park ECP		HOSP22	Sales Inventory				
Booking Management	🗌 🌍 Car Park PipeLii	ie	HOSP20	Sales Inventory				
🚳 Venue Management	Centenary Club	Seat	HOSP02	Sales Inventory				
12	Executive Box A	dditional Match Seat	HOSP07	Sales Inventory				
Service	Executive Box N	o Food	HOSP06	Sales Inventory				
E Settings 1 - 46 of 46 (0 selected)								

- 3. To create a new Product, select **New** on the ribbon.
- 4. A blank Product form will be displayed:



File Product Add Cu	stomize						Eden Project Test 🚕
Save & New Save & Save & New Close & Deactivate X Delete	Add Price Convert To List Item	💭 Sharing ↓ 👘 Copy a Link 🗑 E-mail a Link	Run Workflow	t Run Report -			
Save	Actions	Collaborate	Process	Data			
Information - General	Admissio	on & Guided	Tour				Products 👻 🛊 🐺
Description Notes	T General						Form Assistant
Related	ID *	GRP001					Form Assistant Help
▲ Common	Name *	Admission & G	uided Tour				Form Assistant Help
Substitutes	Subject		D P	roduct Type	Sales Inventory	•	Select a lookup field.
Documents	Unit Group *	👒 Default U	<u>nit</u> Q Q	uantity On Hand	1		
Audit History	Default Unit *	B Primary Ur	<u>nit</u> 🗔 U	RL			
▲ Sales	Currency	🥰 Pound Ste	rling 🗔 R	esource			
Sales Literature	Costs						
4 Processes	Default Price List +	Group	a Li	st Price	£		
Workflows	Decimals Supporte	d 0	S	tandard Cost	£		
Dialog Sessions			С	urrent Cost	£	1	
	▼ Description						
	Vendor		S	tock Weight			
	Vendor Part Numb	er	S	tock Volume		ī ,	
	Description				L		

- 5. Complete the following details:
  - **ID.** Enter a unique ID for the product.
  - **Name.** Enter a name for the product. The name will be used by others to identify the product and should therefore be relevant.
  - **Resource.** Use the Look Up Records dialog to select the resource the product uses. For example the room you are selling hospitality for.
  - Unit Group. Use the Look Up Records dialog to select the default unit group.
  - **Default Unit.** Use the Look Up Records dialog to select the default unit.
  - **Currency.** The currency field will be automatically set to your organisation's default currency.
  - Decimals Supported. Enter 0.

Leave all other fields unchanged.

6. Once the details are complete, select **Save** on the ribbon to save the details but leave the form open.

#### **STEP 3: LINK PRODUCTS TO PRICE LISTS**

The prices charged for products are determined by price list item records, which link the product to the price list. A product may have a number of linked price list items, which allows you to charge different prices for the same product depending upon the price list selected.

To create a price list item:

- 1. With the product open in the form view, select Price List Items in the form navigation panel.
- 2. A list of price list items that have been previously added to the product will be shown:



	List Tools Microsoft Dynamics CRM						
File Product Add Cust	omize Price List It	ems					
Add New Price List tem		a Copy a Link 굶 E-mail a Link	Set As Default View	Run Workflow	Run Report + Items	e List	
Records		Collaborate	View	Process	Data		
Information General Description Notes Product Product AMC Communication Lounge Gold - Members Guests Product Price List - Products -					nbers Guests		
	Price List 🔻			Prod	uct		Unit
Related	🔲 🥞 C Game			AMC	Communication Lounge	e Gold - I	Primary Unit
▲ Common	🔲 🧊 🛚 B Game			AMC	Communication Lounge	e Gold - I	Primary Unit
Substitutes	🔲 🥞 🛛 A Game			AMC	Communication Lounge	e Gold - I	Primary Unit
Documents							

- 3. To create a new price list item, select Add New Price List Item on the ribbon.
- 4. A blank Price List Item form will be displayed:

File Price List Item Custor	mize							STADIUM 🚕
Save & New Save & New Save & Delete Close Save	Sharing - Copy a Link	Run orkflow Process	Run Report - Data					
			Dutu				r	
Information	New	em					Price List Items	▼ ☆ ₽
General								
Related	▼ General							
▲ Common	Price List *			Q	Currency			Q
Audit History	Product *	MC C	Communication Loun	ge Gol 🗦 🗔	Discount List			Q
Processes     Workflows	Unit *	📒 <u>Primar</u>	<u>y Unit</u>	Q	Quantity Selling	No Control		-
Dialog Sessions	Pricing				Option			
	Pricing Method *	Currency #	Amount					-
	Amount *							
	Percentage							
	Rounding							
	Rounding Policy							
	Rounding Option			-				
	Rounding Amoun	it 🗌						

- 5. Complete the following details:
  - **Price List.** Use the Look Up Records dialog to select the price list the price list item relates to.
  - **Product.** The product will be automatically entered.
  - **Unit.** The unit will be automatically entered.
  - **Currency.** Use the Look Up Records dialog to select your organisation's default currency.
  - **Discount List.** Use the Look Up Records dialog to select the discount list that applies to the product.
  - Pricing Method. Ensure Currency Amount is selected.
  - Amount. Enter the cost of the product.

Leave all other fields unchanged.

6. Once the details are complete select **Save & Close** on the ribbon



- 7. Repeat the above process to link the product to each relevant price list. For example a hospitality product could be linked to your A Game, B Game, C Game and Season price lists, with a different price charged for each. Whereas your golf day would only be linked to the Events price list.
- 8. Once the price list items are complete, select **Save & Close** on the ribbon to save the product details.

#### **DISCOUNT LISTS**

Discount lists are used to provide volume related savings on products. To create a discount list:

1. Select Product Catalog in the Settings Navigation Panel. The Product Catlog Work Area will be displayed:



- 2. Select Discount Lists in the work area.
- 3. A list of price lists meeting the current view criteria will be displayed.
- 4. Select **New** on the ribbon.
- 5. The Create Discount List dialog will be displayed. Complete the following:
  - Name. Enter a name for the discount list.
  - **Type**. Select either Percentage (if you are going to offer a percentage discount) or Amount (if you are going to offer a monetary discount).
- 6. Once the details are complete select **OK** to continue.
- 7. The Discount List form will be displayed.



File Discount List Custon	nize	Blackpool 🚕
Save Save & Close	Sharing → Copy a Link B E-mail a Link Workflow Dialog Run Report →	
Save	Collaborate Process Data	
Information	Discount List 5/10/20 %	Discount Lists 💌 🔒 🗣
Related  Common  Common  Common  Common  Audit Nictory  Common  Audit Nictory  Common  Audit Nictory  Common  Common		Percentage V
Auur history     Auur history     Workflows     Dialog Sessions	Description	^

- 8. Select **Discounts** in the form navigation area.
- 9. A list of discounts that have been linked to the discount list will be displayed. Select **Add New Discount** on the ribbon.
- 10. A blank discount form will be displayed. Complete the following details:
  - **Begin Quantity.** Enter the number of items the purchaser has to add to their order before the discount will be applied.
  - End Quantity. Enter the number above which the discount will no longer apply.
  - Percentage / Amount. Enter the discount to be applied either as a percentage or amount.

File Discount Customize	🕌 Microsoft Dynamics CRM	CRM-VPC Administrator 🧐 Blackpool 😞
Save & New Save & Close Save	Collaborate	
Information L General Related	Discount New	Discounts 👻 🛊
<ul> <li>▲ Common</li> <li>▲ Audit History</li> <li>▲ Processes</li> <li>▲ Workflows</li> <li>➡ Dialog Sessions</li> </ul>	Begin Quantity *	

11. Once the details are complete, select **Save & Close** to return to the discount list. Repeat the above process for all price breaks.

#### **FACILITIES**

Within the Green 4 Corporate Sales Process module, the standard facilities entity is used by products. To create a facility record, carry out the following:

1. Select **Business Management** in the **Settings > Business** Navigation Panel. The Business Management Work Area will be displayed:





- 2. Select Facilities/Equipment in the work area.
- 3. Click New on the toolbar above the list of existing facilities:

1	View: Local Facilities/Equip
🗐 New   🛃 🗷   🗙 🚯 Add Connection 🍕 Run V	Workflow 📑 Start Dialog   More Actions 🗸
Name 🔺	Business Unit
🗌 🗒 Core Suite	Eden Project Test
Gallery	Eden Project Test
🗌 🗒 Med Biome	Eden Project Test
🔲 🗒 Rainforest Biome	Eden Project Test

4. Complete the requested details before selecting Save & Close on the ribbon.

#### **SERVICES**

To set up a service that can be called from the service calendar carry out the following:

1. Select **Business Management** in the **Settings > Business** Navigation Panel. The Business Management Work Area will be displayed:





- 2. Select **Services** in the work area.
- 3. Click New on the toolbar above the list of existing services:

Search for records	View: Active Services
🏭 New 🏼 🔄 📧 🕸 🍪 Run Workflow 📑 Start Dialog	More Actions -
Name 🔺	Duration 🦉
🗌 🚰 Venue Booking	1 hour

- 4. Complete the following details:
  - Name. Enter the name for the service.
  - Scheduling. Complete the default scheduling information.
  - Required Resources. Click on **Resources** in the dialog that is shown:

Common Tasks	ose 1 From The same site From < 🔔 Click to select Quantity
🌼 Add a Selection Rule	Lick to add Resources, Resource Groups or a Selection Rule
Define the resources required to schedule this service.	
Search Add Resources	
Add users, facilities/equipment, and teams to a selection rule.	

The Look Up Records dialog will be displayed. Select the resources that can be used for the service you are defining. For example select the rooms that can be hired. Click **OK** to continue.

5. Select **Save & Close** on the ribbon.