What is an Opportunity?

Sales process

Using Opportunities to track and manage your business.

Luisa is interested in renewing her SUV with a new Hybrid model.

If she gets a good offer, she will make her decision before the end of the month

1. An Opportunity is a short term purchase intention (1 – 2 months) for a vehicle, service or financial product. It is considered as a HOT DEAL. An Opportunity has to be treated quickly.

2. When Luisa comes to the retail site and I start speaking to her, I create a ‘quick opportunity’ to track my progress with the sale. This also creates an account in the system for Luisa (if there is not one for her already)

3. An Opportunity has to have an end date (known as the « close date »). This « close date » refers to the date when, as a Sales Executive, I think I am able to be to close the deal. This date is added by me when the Opportunity is created and can be updated during the sales process.

4. As I go through the sales process and add appointments, test drives, quotes, order forms and orders to the opportunity, the status is automatically updated and the relevant records are appended to Luisa’s account in Customer FIRST.
Where do Opportunities come from?

Opportunities are generated either from Lead conversion or manually created by the Sales Executive in case of showroom visit.

- **Generated through a Lead conversion**
  - Marco has completed an online form for a test drive on a new hybrid model.
  - As a Sales Executive, I need to qualify the Lead, call Marco and set an appointment for the test drive.
  - 1) Marco's customer account is created if not previously existing.
  - 2) An Opportunity is automatically created. The **Closed Date** is set by default to 1 month after the creation date. I can adjust this if required.

- **Manual creation from a showroom visit**
  - Silvia has a lot of questions and is looking to get a quote on a vehicle.
  - As a Sales Executive, I have to:
  - 1) Check if Silvia already exist in the customer database and create a record if required.
  - 2) Create a Quick Opportunity to catch & track Silvia's purchase intention. Then set the **Closed Date** according to Silvia's circumstances.