

# 9 Sales: from the potentials to the invoice

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# 9 Sales: from the potentials to invoice

The main modules and processes involved in the pre-sales, sales and after-sales phases are:

- Leads
- Potentials
- Quotes
- Sales and Purchase Orders
- Invoices
- HelpDesk and FAQs

What are normally defined as marketing lists (from websites, word-of-mouth, fairs or various suppliers) are managed with the Leads module. As explained in the first part of this manual, the sales person who manages the lead will convert it into a customer (company and/or contact) only after the expression of real interest.

With this method, it is possible to keep a clear distinction between activities for potential customers and those for customers that have already acquired or are under negotiation. All commercial activities proper are therefore carried out on Accounts and/or Contacts. You will find many connection possibilities from the company/contact reports menu as all CRM revolves around the customer.

Let us now look at the business and administrative processes in detail: Potential, Quote, Sales Order, Invoice.

# 9.1 Potentials

A potential is established if there is a real interest in your products/services from both potential and current customers, opening up a negotiation process. If it is not created automatically through conversion (see the section on Leads), you can subsequently add the potential to the Company to which it is addressed, through the relations menu.

The potential is the container of the negotiation and all the information, documents and communication between you and the customer strictly related to the individual negotiation.

In addition, the tool has commercial forecast and report objectives that should not be overlooked (e.g. the Budget tool available for this purpose). The option of customising the registry by modifying the fields through Layout Editor also applies to Potentials, as for all the vtenext modules.

<b>Potential Name</b>	Name of the potential
<b>Amount (€)</b>	Useful for anyone wishing to make predictions about the value of open potentials, even though the initial value may be indicative. It is self-calculated at the time of linking with a quote if product lines have been organised
<b>Account name</b>	Link to the customer company present in the CRM
<b>Expected Close Date</b>	Expected date of conclusion of the deal
<b>Type</b>	Allows for cataloguing between existing and new business
<b>Next Step</b>	The next step in the negotiation
<b>Lead Source</b>	Reports the origin of the lead, in the event that the potential arises from a lead conversion

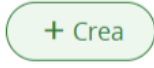
<b>Sales Stage</b>	Important to know the state of progress of the negotiation
<b>Assigned to</b>	By default, assigned to the user who creates it. Identifies the salesperson who manages the negotiation
<b>Probability (%)</b>	Probability of success of the negotiation which, multiplied by the amount, makes it possible to obtain a plausible forecast of the value of the single potential
<b>Campaign Source</b>	If the source is an ongoing or completed campaign, you can link it

Potentials can also be exported and imported via .csv (see relevant chapter).

# 9.2 Quotes

You can create a new quote through the reports and Add Quote menu from the potential, company or contact registry.

**NB.:** a quote cannot be created starting from a lead.

Alternatively, you can create a new quote from the Quotes module using  , entering the links to the customer manually.

<b>Subject</b>	It is recommended that the name of the company and/or the project be mentioned to facilitate searches
<b>Potential name</b>	Link field of the quote to the relevant business potential
<b>Quote Stage</b>	Important for knowing the state of progress of the negotiation. The statuses can be freely set by the system administrator
<b>Valid Till</b>	Expiry date of the offer
<b>Contact Name</b>	Connection with the contact person (equivalent to "for the attention of")
<b>Inventory Manager</b>	The choice of an inventory manager does not involve automatisms, it is a field of view only
<b>Account Name</b>	Connection with the client company to which the quote refers
<b>Assigned to</b>	The CRM user who is managing the quote, by default the person creating it

Creating Quote

Quote Information

Quote No: AUTO GEN ON SAVE

Quote Stage: --Please select--

Valid Till: [Date Picker]

Carrier: FedEx

Potential Name: Search...

Totale Provvigione: (€)

Subject: Shipping

Contact Name: Search...

Account Name: Search...

Assigned To: User

Address Information

Billing address ↔ Shipping address

Billing Address: [Text Area]

Shipping Address: [Text Area]

Shipping PO Box: [Text Field]

Shipping City: [Text Field]

Shipping State: [Text Field]

Shipping Postal Code: [Text Field]

Shipping Country: [Text Field]

Inventory Manager: mariobianchi12345@gmail.com (Mario Bianchi)

Billing PO Box: [Text Field]

Billing City: [Text Field]

Billing State: [Text Field]

Billing Postal Code: [Text Field]

Billing Country: [Text Field]

Terms & Conditions

Terms & Conditions

Tempo di consegna, sviluppi od altri servizi da concordare con il ns. referente.  
 I prezzi indicati sono Intesi al netto dell'IVA (22%)  
 Pagamento: 50% alla conferma d'ordine con fattura a rimessa diretta, il rimanente 50% a 60gg d.f.f.m.  
 Per conferma del preventivo, inviare offerta controfirmata tramite email.

Description Information

Description: [Text Area]

Item Details

Currency: Euro (€) Tax Mode: Individual

Tools	* Item Name	Qty In Stock	Qty	List Price	Provvigioni	Total	Price colonna test	colonna formula
Search...		0.00	1.00	0.00	0.00	0.00	data	test formula
Description							(ds-mm-yyyy)	0
Comments								
						Total		0.00
						(-) Discount		0.00
						(+) Shipping & Handling Charges		0.00
						(-) Taxes For Shipping and Handling		0.00
						Adjustment	Add	0.00
						Grand Total		0.00

VTBENT 22.05

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The second part of the data sheet shows the product/service lines. You can enter your product by filling in the appropriate section.

For Quotes, vtenext considers all types of taxes and discounts that may be applied to product and service offerings, including local, state or federal taxes as well as special taxes. These taxes can be calculated on each product/service or on the total document.

Before selecting the product/service, you should decide which mode to use for taxation.

The figure below shows an example for inputting the details of products calculated with the individual mode.

In the figure below you can see the details of insertion with the Group mode. Here the total taxes are calculated after the insertion of all the products.

**Item Details** Currency  Tax Mode

Tools	* Item Name	Qty In Stock	Qty	List Price	Provvigioni	Total
	Sharp - Plain Paper Fax sg-119 Description Comments	25255.00	<input type="text" value="1.00"/>	<input type="text" value="969.00"/>	<input type="text" value="5.00"/>	969.00
						<b>Total After Discount :</b> 969.00
						<b>(-) Discount :</b> 67%
						<b>(+) Tax :</b>
						<b>Margin :</b>

In the picture below you can see the detail of the insertion with the “Group” modality. Here the amount of the taxes is calculated after having inserted all the products .


**Item Details** Currency  Tax Mode

Tools	* Item Name	Qty In Stock	Qty	List Price	Provvigioni	Total	Price colonna test	colonna formula
	vtenext Single User Pack 001 INSTALLAZIONE E MANUTENZIONE AMBIENTE VTE PARALLELO PER TEST Servizio di gestione ambiente di test per gestione modifiche, test e messa in Comments	75097.00	<input type="text" value="1.00"/>	<input type="text" value="149.00"/>	<input type="text" value="5.00"/>	149.00	data <input type="text" value=""/> (dd-mm-yyyy)	test formula 149
						<b>Total After Discount :</b> 149.00		
						<b>(-) Discount :</b> 100%		
						<b>(+) Tax :</b>		
						<b>Margin :</b>		
							149.00	

Add Product Add Service

<b>Total</b>	149.00
<b>(-) Discount</b>	0.00
<b>(+) Shipping &amp; Handling Charges</b>	0.00
<b>(+) Taxes For Shipping and Handling</b>	0.00
Adjustment <input type="text" value="Add"/>	0.00
<b>Grand Total</b>	149.00

<b>Products</b>	Select the desired product or service. You can add a comment for each single product offered
<b>Quantity In Stock</b>	After selecting a product, you will see here the current stock quantity uploaded automatically
<b>Quantity</b>	Quantity per item per single offer
<b>Unit Price</b>	It is displayed as set out in the product data sheet
<b>List Price</b>	You can use the Price List icon to select a different price from the price list; the price lists containing the product will be proposed

<b>Discount</b>	You can discount per product line and/or in total, expressed as a percentage of the list price or a precise figure. In the case of %, it is possible to indicate several discounts in sequence by separating the percentages with 
<b>Tax</b>	vtenext calculates taxes based on the information set out in the product data sheet. It is possible to change the tax without changing the product catalogue entry. You can display one tax per line or in total
<b>Margin</b>	Calculated automatically: it's the ratio between profit (list price - product cost) and list price
<b>Shipping charges</b>	You can add additional shipping and handling fees
<b>Tax on shipping charges</b>	You can add additional taxes on shipping and handling fees
<b>Adjustment</b>	Rounding the final value upwards or downwards

Once you have saved the quote, you can create or send the relevant PDF using the functions provided by the PDF Maker module panel in the Other menu, at the top right.

For more information on the PDF Maker module and printing, please refer to the relevant chapter.

You can use the reports menu to specifically link communication with your customer (Messages), appointments (Activities), the scan of the quote with changes that the customer asks you to make (Documents), and so on, to the quote.

## 9.3 Sales orders

The potential can be considered as obtained when the order confirmation arrives. The order, however, may change from the initial proposed quote. vtenext gives you the option of keeping track of these differences. By default, the Generate Sales Order button from the Other menu of the quote sheet allows you to create the order by transferring the contents of the quote and making any changes.



<b>Subject</b>	We recommend including the reference to the company and/or potential to facilitate any future search of the order
<b>Potential Name</b>	Link between the order and relevant potential
<b>Customer Number</b>	If you use customer number codes, you can enter the one relating to the order here
<b>Quote Name</b>	Link to the quote that originated the order
<b>Purchase Order</b>	If the customer sends you a reference to their purchase order, you can enter it here
<b>Contact Name</b>	Connection with the customer contact (person you deal with)
<b>Due Date</b>	Order due date
<b>Carrier</b>	You can indicate the carrier that will make the delivery

<b>Status</b>	Important for knowing the state of progress of the order. The statuses can be freely set by the system administrator
<b>Excise Duty</b>	Special taxes or other costs
<b>Account Name</b>	Connection with the customer company to whom the order refers
<b>Sales Commission</b>	Any commissions
<b>Assigned to</b>	The CRM user who is managing the order, by default the person creating it

# 9.3.1 Recurring billing from Sales Order

It is possible to activate the automatic generation of invoices from the sales order through the options in the Recurring Billing Information block.

## Recurring Invoice Information □

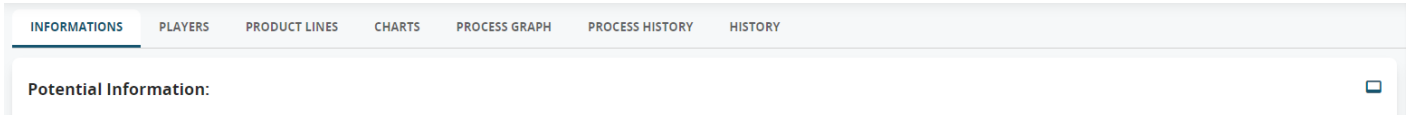
Enable Recurring no	Frequency
Start Period	End Period
Payment Duration	Invoice Status

<b>Enable Recurring</b>	Tick to enable automatic invoice generation from the sales order, after creating the first invoice
<b>Frequency</b>	Daily, weekly, monthly
<b>Start Period</b>	When the recurring billing will start
<b>End Date</b>	When the recurring billing will end
<b>Payment Duration</b>	Indicate duration
<b>Invoice Status</b>	The status that auto-generated invoices will assume by default

**Warning!** For recurring billing it is necessary to enable the CRON of the server on which vtenext is installed! See the relevant paragraph: CRONJOB – Processes to plan.

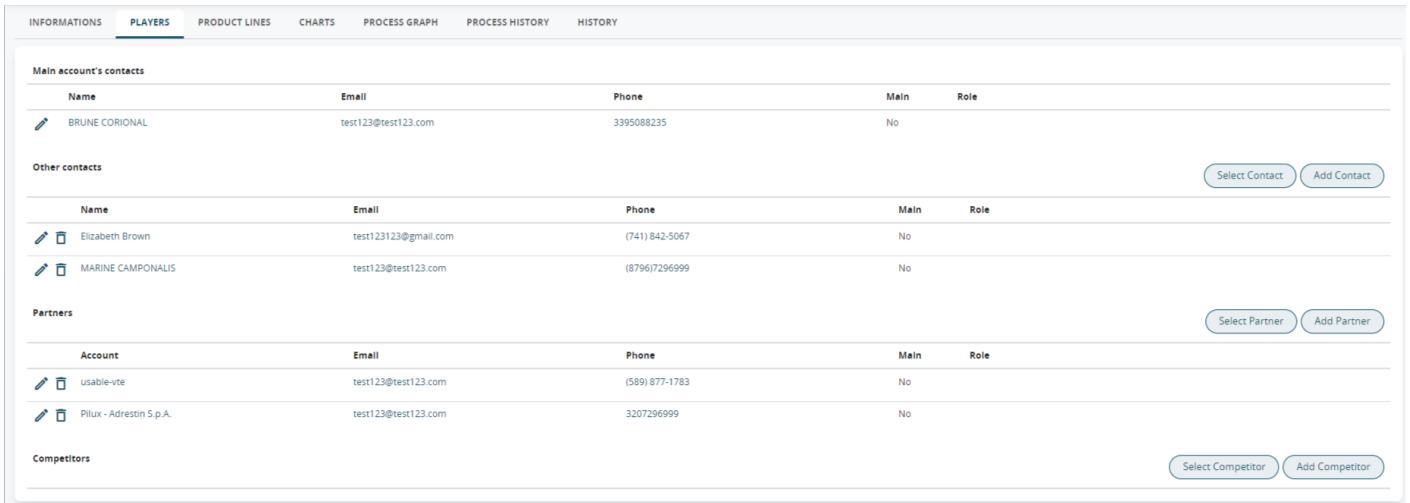
# 9.4 Budget

The Potentials module shows information relating to their progress in relation to other linked items. The Budget module is navigable through the tabs shown in the figure:



The Information tab directly relates to the potential, while other data sheets relate to the Budget.

- **Players:** if inserted, they are data related to contacts, partners and competitors, useful for the negotiation phase. They can be added as new or selected if already present in CRM, and can be profiled according to their role in the negotiation
- **Other contacts:** if inserted, they are the contacts (also of different companies) linked to the potential
- **Partners:** if inserted, they are the companies that have a partnership relationship with the sales potential company
- **Competitors:** if entered, they represent one or more competitors (Companies with field Type = Competitor) linked to the sales potential. Also in this case, they can be selected from the CRM database or added as new



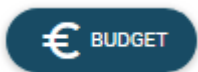
**Product lines:** information on amounts and profit margins organised by product lines. The products are those included in the related sales order or quote, grouped as set out in the Product Lines module. The amount is the sum of the economic values of all the products present in the potential belonging to a given line. The margin is calculated, again per line, based on the difference between the sales price of the product and its cost. The margin is expressed as a percentage and is calculated by making a weighted average of the products present in the line. The formula used to calculate the margin is:  $[\text{SUM}(\text{prices}) - \text{SUM}(\text{costs})] / \text{SUM}(\text{prices})$ . The cost of each product must be defined in the relevant data sheet via the Unit cost field.

Product line	Products	Amount	Margin
Test Product line	2	30.00	50%
Total	2	30.00	50%

Amounts are not calculated with taxes, fares and adjustments

**Charts:** show the historical amounts of the different deals made through the sales potential. vtenext also provides general budget management features based on the information contained in Potentials, Products, Product Lines, Quotes and Sales Orders. Some values in these modules will feed the Budget by Product Line report contained in the Budget folder in the Reports module.

You can access them directly by clicking on the "Budget" button in the Potentials menu.



This report allows you to have an immediate view of your business situation, organised by period of time.

You can navigate the data by year, half-year, quarter or month. The following data are presented:

- **Budget:** information established in the Yearly Budget field contained within the sections of the Product Lines module
- **Best:** sum of the amounts of potentials that have at least 70% probability of closure
- **Forecast:** sum of the amounts of potentials that have at least 80% probability of closure
- **Worst:** sum of the amounts of potentials that have at least 90% probability of closure
- **Closed orders:** sum of the amount of closed sales orders
- **Budget Delta:** the difference between the budget established in the relative product line and the amount of sales orders, always relative to the same product line. In essence, it expresses what remains to be done to achieve the planned budget.

By default, the report presents information organised by product line. It is, however, also possible to organise it by user assignee of the potential.

### Summing up briefly

The Best, Forecast, Worst columns are then counted based on the % chance of closing the opportunity. To be counted in the "Best" column, the opportunity must have a probability of at least 70% closing, to be counted in the "Forecast" column, at least 80% and to appear in the "Worst" column, it must be at least 90%.

# 9.5 Invoices

The billing module is useful for managing the administrative part in vtenext (amounts to be paid, closed invoices, outstanding invoices) and keeping all the customer history in one platform.

The module can be used independently from the Quotes module. Companies often prepare very accurate quotes with long product descriptions, while invoices are almost always summary descriptions indicating amounts and payment methods.

The Create Invoice button from the sales order or quote master (Other menu) will open with the invoice already attached, proposing the same content.

Search...

Invoice Invoice

INFORMATIONS PROCESS GRAPH PROCESS HISTORY HISTORY

### Invoice Information

Subject	Sales Order
Invoice	
Customer No	Invoice No
	INV10
Contact Name	Invoice Date
	25-02-2022
Due Date	Purchase Order
25-02-2022	
Excise Duty	Sales Commission
0.000	0.000
Account Name	Status
De BRUNE CORIONAL s.n.c.	AutoCreated
Assigned To	Time created
qnecklqelozjhwhg@pptrvv.com (Capitan America)	25-02-2022 10:33:29
Modified Time	Creator
25-02-2022 10:33:29	qnecklqelozjhwhg@pptrvv.com (Capitan America)

### Address Information

Billing Address	Shipping Address
Billing address	shipping address
Billing PO Box	Shipping PO Box
Billing City	Shipping City
Billing State	Shipping State
Billing Postal Code	Shipping Postal Code
Billing Country	Shipping Country

### Terms & Conditions

Terms & Conditions

### Description Information

Description

### Item Details

Currency: Euro (€) Tax Mode: individual


* Item Name	Qty In Stock	Qty	List Price	Total	Price
Product a	-1.00	1.00	10.00	10.00	
			(-) Discount :	0.00	
			Total After Discount :	10.00	
			(+) Tax :	0.00	
			Margin :	50%	
			<b>Total</b>	<b>10.00</b>	
			(-) Discount	0.00	
			(-) Shipping & Handling Charges	0.00	
			(-) Taxes For Shipping and Handling	0.00	
			Adjustment	0.00	
			<b>Grand Total</b>	<b>10.00</b>	

### Talks

Start a new talk

### Notes - Slider

+ CREATE



- SHORTCUTS
- Item Details
  - Talks
  - Notes
- RELATIONS
- Activities
  - Documents
  - Delivery Notes
  - Assets
  - Messages
  - Processes

Subject	Invoice name
---------	--------------

<b>Sales order</b>	Link field to the original sales order
<b>Customer Number</b>	If the customer has an internal code
<b>Invoice date</b>	Each invoice must have a date
<b>Payment due date</b>	Due date for payment of this invoice
<b>Purchase Order</b>	Reference to the customer's purchase order, if any
<b>Manufacturing tax</b>	Information on manufacturing taxes
<b>Sales Commissions</b>	Any sales commission
<b>Account Name</b>	Link to the customer company
<b>Status</b>	Important for knowing the state of progress of the invoice. The statuses can be freely set by the system administrator
<b>Assigned to</b>	User who manages the invoice, by default the person creating it

The invoice can be exported to PDF according to the available templates: see PDF Maker chapter.

# 9.6 Delivery Notes

The Delivery Notes module is used to manage transport documents and is the last step in the sales-administration cycle.

**Creating Delivery Note**

**Delivery Note Information**

Subject: Delivery note  
Delivery Note No: AUTO GEN ON SAVE  
Delivery Note Date: 25-02-2022  
Customer No: [Empty]  
Carriage: --None--  
Account: demovte  
Delivery Note No: AUTO GEN ON SAVE  
Sales Order: [Search...]  
Reason: --None--  
Term of Delivery: --None--  
Assigned To: User (qneclkgelozhxwhg@pptrw.com (Capitan America))

**Terms & Conditions**

Terms & Conditions: mail.

**Description Information**

Description: [Empty]

**Item Details**

Currency: Euro (€) | Tax Mode: Individual

Tools	Item Name	Qty In Stock	Qty	List Price	Total	Price
[Search...]	[Empty]	0.00	1.00	0.00	0.00	
[Description]				(-) Discount :	0.00	
[Comments]				Total After Discount :	0.00	
				(-) Tax :	0.00	
				Margin :		0.00

Buttons: Add Product, Add Service

Total	0.00
(-) Discount	0.00
(+) Shipping & Handling Charges	0.00
(+) Taxes For Shipping and Handling	0.00
Adjustment: Add	0.00
<b>Grand Total</b>	<b>0.00</b>

Enter the main fields and the products related to the shipment. It is possible to create a Delivery Note starting from a sales order through Create Delivery Note (Other menu); in this case all the data of the sales order will be reported in the Delivery Notes. For PDF printing of the Delivery Note, see the chapter dedicated to the PDF Maker module.