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.

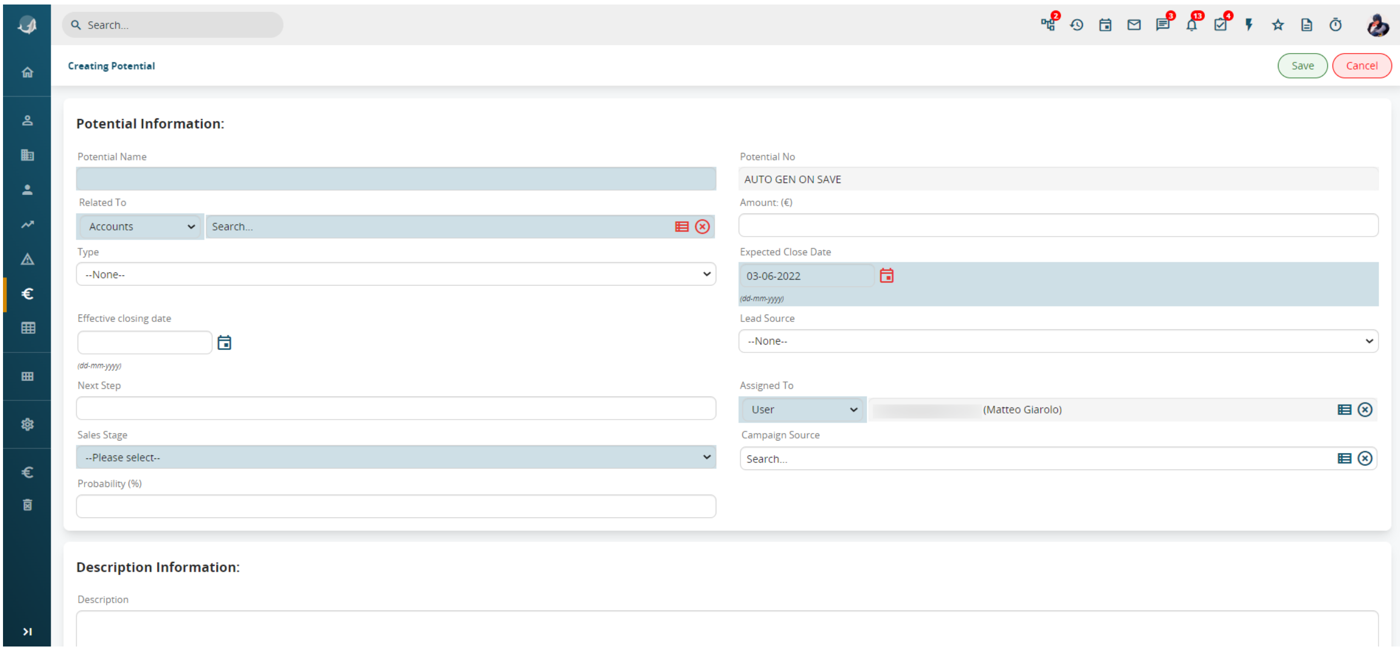
Let us now look at the business and administrative processes in detail: Potential, Quote, Sales Order, Invoice.

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.



Potential Name	Name of the potential
Amount (€)	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
Account name	Link to the customer company present in the CRM
Expected Close Date	Expected date of conclusion of the deal
Type	Allows for cataloguing between existing and new business
Next Step	The next step in the negotiation
Lead Source	Reports the origin of the lead, in the event that the potential arises from a lead conversion

Sales Stage	Important to know the state of progress of the negotiation
Assigned to	By default, assigned to the user who creates it. Identifies the salesperson who manages the negotiation
Probability (%)	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
Campaign Source	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

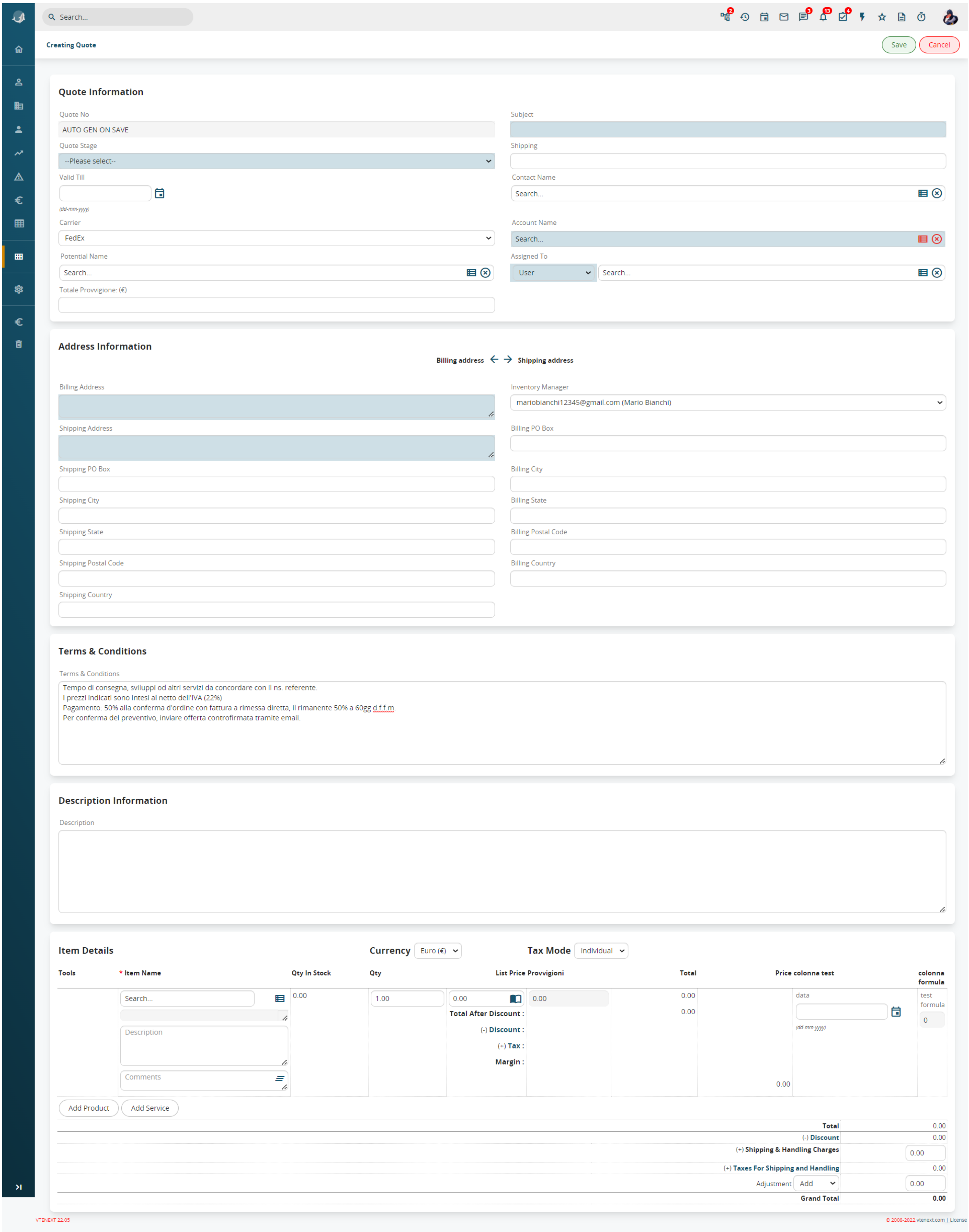
You can create a new quote through the reports and Add Quote menu from the potential, company or contact registry.

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.

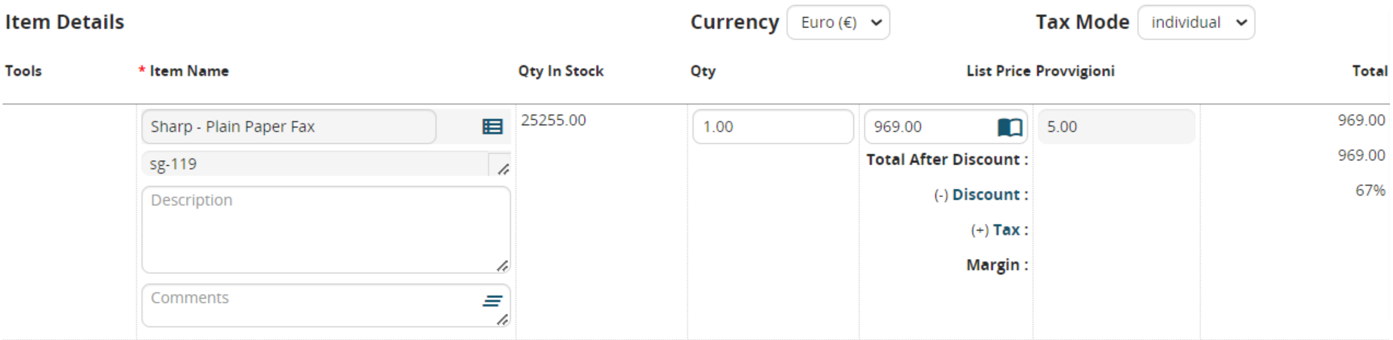
Subject	It is recommended that the name of the company and/or the project be mentioned to facilitate searches
Potential name	Link field of the quote to the relevant business potential
Quote Stage	Important for knowing the state of progress of the negotiation. The statuses can be freely set by the system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



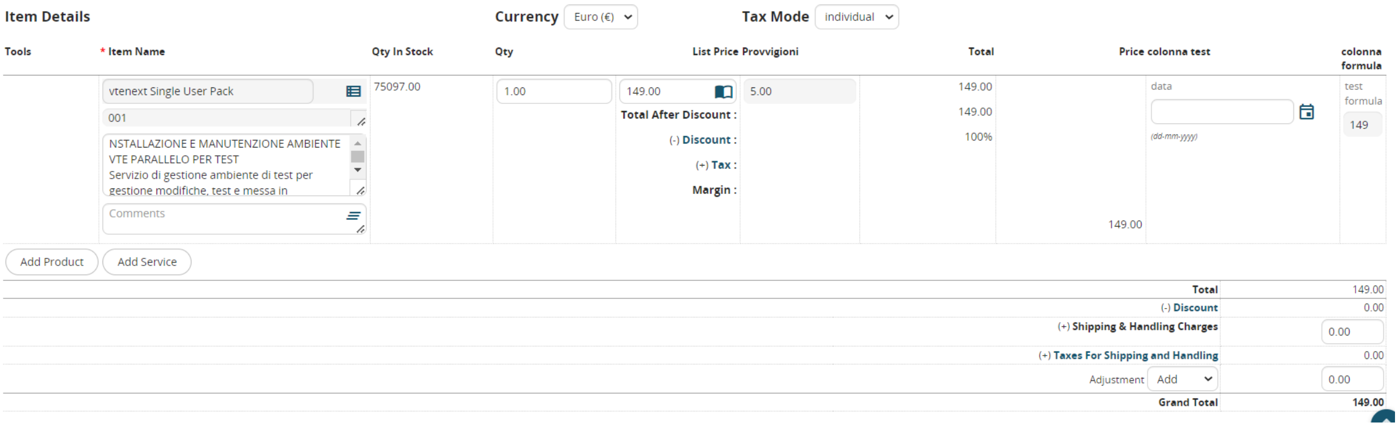
The second part of the data sheet shows the product/service lines. You can enter your product by filling in the appropriate section.

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.



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 .



Products	Select the desired product or service. You can add a comment for each single product offered
Quantity In Stock	After selecting a product, you will see here the current stock quantity uploaded automatically
Quantity	Quantity per item per single offer
Unit Price	It is displayed as set out in the product data sheet
List Price	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

Discount	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 +
Tax	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
Margin	Calculated automatically: it’s the ratio between profit (list price - product cost) and list price
Shipping charges	You can add additional shipping and handling fees
Tax on shipping charges	You can add additional taxes on shipping and handling fees
Adjustment	Rounding the final value upwards or downwards

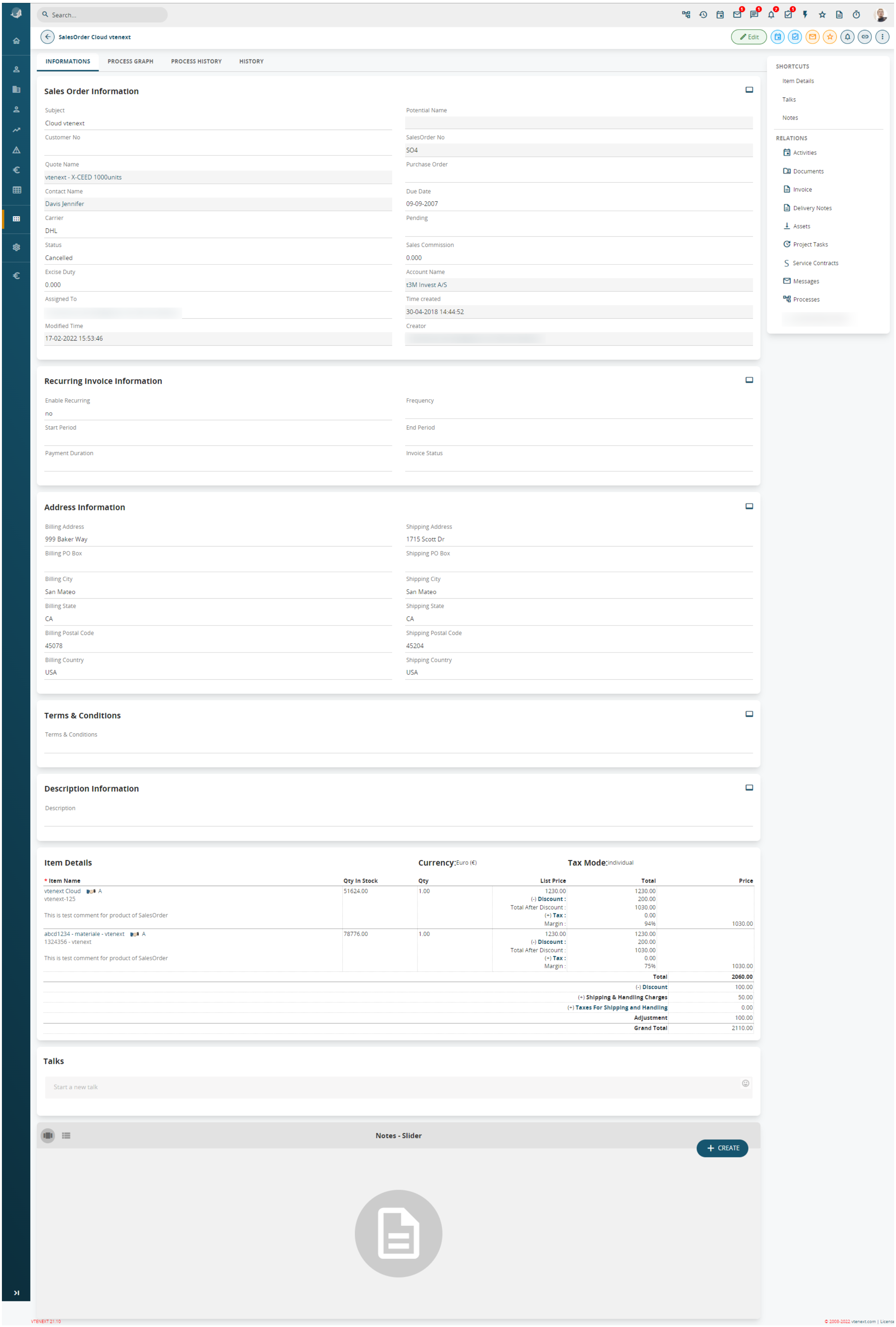
Once you have saved the quote, you can create or send the relevant PDF using the functions provided by the PDF Maker module panel in the Other menu, at the top right.

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.


Search...
SalesOrder Cloud vtenext
Edit
INFORMATIONS
PROCESS GRAPH
PROCESS HISTORY
HISTORY
Sales Order Information
Subject
Cloud vtenext
Potential Name
Customer No
SalesOrder No
SO4
Quote Name
vtenext - X-CEED 1000units
Purchase Order
Contact Name
Davis Jennifer
Due Date
09-09-2007
Carrier
DHL
Pending
Status
Cancelled
Sales Commission
0.000
Excise Duty
0.000
Account Name
t3M Invest A/S
Assigned To
Time created
30-04-2018 14:44:52
Modified Time
17-02-2022 15:53:46
Creator
Recurring Invoice Information
Enable Recurring
no
Frequency
Start Period
End Period
Payment Duration
Invoice Status
Address Information
Billing Address
999 Baker Way
Shipping Address
1715 Scott Dr
Billing PO Box
Shipping PO Box
Billing City
San Mateo
Shipping City
San Mateo
Billing State
CA
Shipping State
CA
Billing Postal Code
45078
Shipping Postal Code
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This is test comment for product of SalesOrder
51624.00
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Total After Discount :
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1230.00
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78776.00
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1230.00
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75%
1030.00
Total 2060.00
(-) Discount 100.00
(+) Shipping & Handling Charges 50.00
(+) Taxes For Shipping and Handling 0.00
Adjustment 100.00
Grand Total 2110.00
Talks
Start a new talk
Notes - Slider
CREATE
SHORTCUTS
Item Details
Talks
Notes
RELATIONS
Activities
Documents
Invoice
Delivery Notes
Assets
Project Tasks
Service Contracts
Messages
Processes
VTENEXT 21.10
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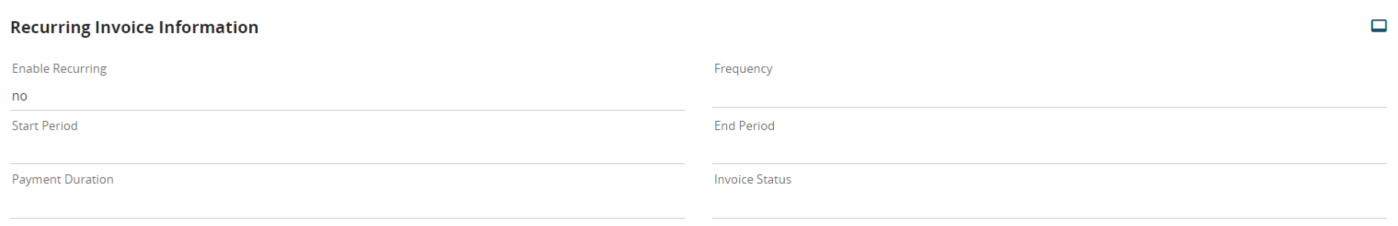
Subject	We recommend including the reference to the company and/or potential to facilitate any future search of the order
Potential Name	Link between the order and relevant potential
Customer Number	If you use customer number codes, you can enter the one relating to the order here
Quote Name	Link to the quote that originated the order
Purchase Order	If the customer sends you a reference to their purchase order, you can enter it here
Contact Name	Connection with the customer contact (person you deal with)
Due Date	Order due date
Carrier	You can indicate the carrier that will make the delivery

Status	Important for knowing the state of progress of the order. The statuses can be freely set by the system administrator
Excise Duty	Special taxes or other costs
Account Name	Connection with the customer company to whom the order refers
Sales Commission	Any commissions
Assigned to	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.

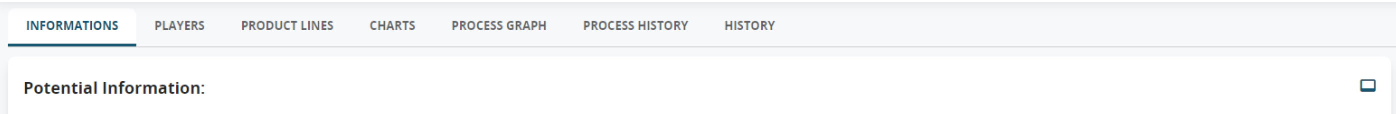


Enable Recurring	Tick to enable automatic invoice generation from the sales order, after creating the first invoice
Frequency	Daily, weekly, monthly
Start Period	When the recurring billing will start
End Date	When the recurring billing will end
Payment Duration	Indicate duration
Invoice Status	The status 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.

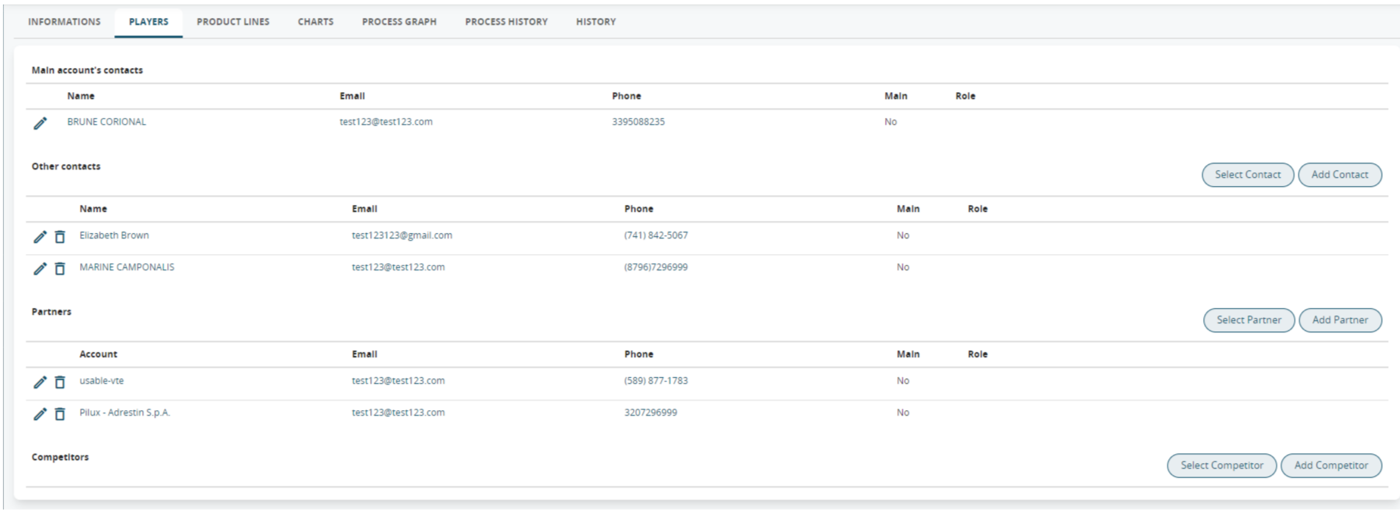
9.4 Budget

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:

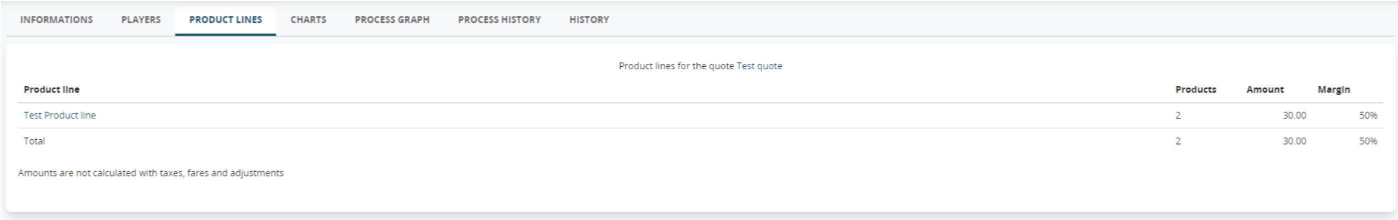


The Information tab directly relates to the potential, while other data sheets relate to the Budget.

- **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: [SUM(prices) - SUM(costs)] / SUM(prices)]. The cost of each product must be defined in the relevant data sheet via the Unit cost field.



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

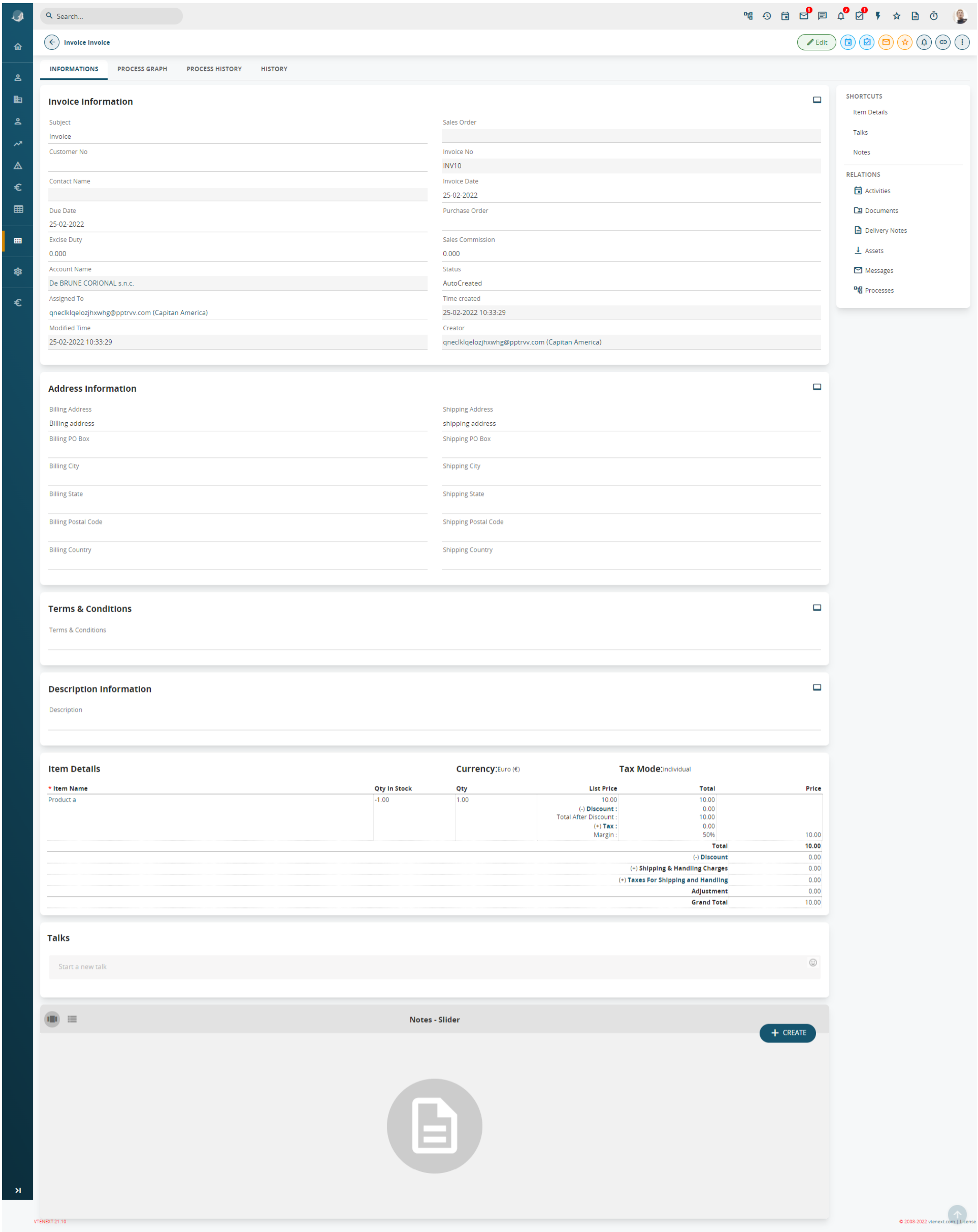
The Best, Forecast, Worst columns are then counted based on the% chance of closing the opportunity. To be counted in the "Best" column, the opportunity must have a probability of at least 70% closing, to be counted in the "Forecast" column, at least 80% and to appear in the "Worst" column, it must be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



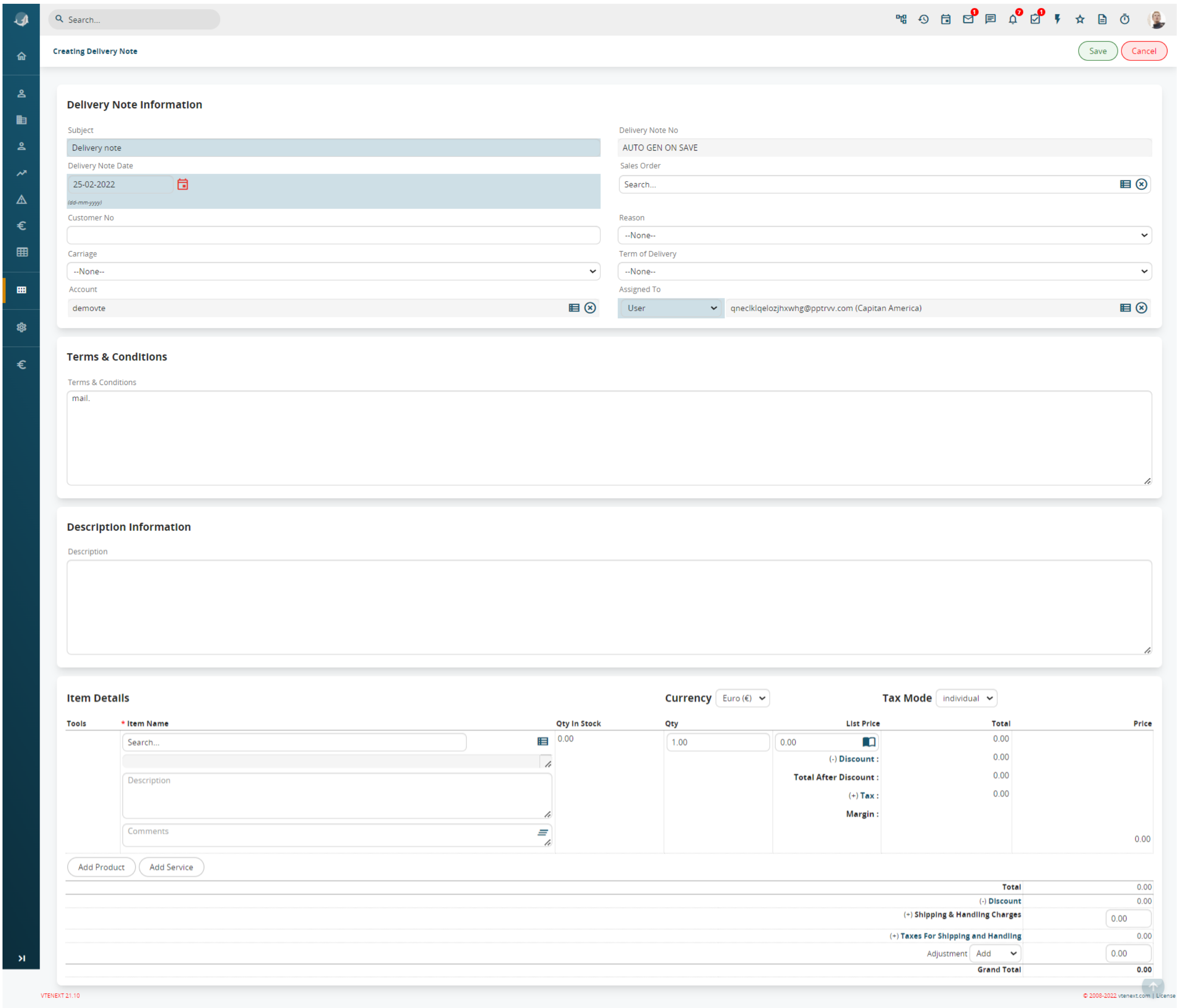
Subject	Invoice name

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



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.