

# How to create new opportunity in CRM (Customer Relationship Management)

Open CRM > click 'Opportunities'

- A sales opportunity is a qualified lead or contact that has developed into a potential sale for your company.
- You can convert an existing lead into an opportunity, or directly create an opportunity from scratch.

There are five ways you can add an opportunity:

1. **Create a new opportunity** - Create a new opportunity from scratch.
2. **Quick create an opportunity** - Add a new opportunity with basic details. You can add more details later as the opportunity develops.
3. **Create an opportunity from a lead** - Go to the 'Leads' interface and convert a lead to an opportunity.
4. **Clone an opportunity** - Duplicate an existing opportunity and use it as a starting point to create a new record.
5. **Import Opportunities** - Bulk import opportunities from .csv or .vcf file.

This wiki explains 1), 2) and 3).

- [The opportunities interface](#)
- [Create a new opportunity](#)
- [Quick create an opportunity](#)
- [Convert a lead into an opportunity](#)

## The opportunities interface

- Login to Xcitium
- Click 'Applications' > 'CRM'
- Click 'Opportunities' in the menu bar, or click 'All' > 'Opportunities'



Opportunity Name	Organization Name	Sales Stage	Lead Source	Expected Close Date	Amount	Assigned To
Medical Mix International	--	Proposal or Price Quote	Cold Call	2020-05-15	1,000.00	Coyote
Sell Water Purifier	--	Qualification	Existing Customer	2017-05-28	200.00	Coyote
Purchase tools in Watco	Alton Steel Inc.	Proposal or Price Quote	Partner	2017-01-31	1,063.10	Coyote
My open Opportunity	Mosaic Company	Identify Decision Makers	Trade Show	2017-06-28	235,000.00	Coyote
Mass Edit Opp1	Trends Pvt Ltd	Prospecting		2017-07-21	250,000.00	Coyote
Mass Edit Opp1	--	Prospecting		2017-07-21	200.00	Steam Ship
Mass Edit Opp1	Alton Steel Inc.	Prospecting	Public Relations	2017-07-21	1,063.10	Coyote
Mass Edit Opp1	--	Prospecting		2017-07-21	0.00	Coyote

**Opportunity Name** - The label of opportunity

**Organization Name** - The customer associated with the opportunity

**Sales Stage** - The progress of the opportunity in your sales process. The possible values are:

- **Prospecting** - The sale's earliest stage. Initial contact has been made with the customer, but this is before any lead qualification or other sales activities.
- **Perception analysis** - Some follow-up communications have taken place with the customer. For example, analyzing how to handle the customer, conversing with the customer and make them feel comfortable about your company.
- **Value proposition** - You have explained to the customer the benefits of your product and its advantages over competitors.
- **Need analysis** - The opportunity is under further examination to establish whether it meets the customer's requirements.
- **Proposal or price quote** - An initial price quote has been sent to the customer.
- **Negotiation or review** - Currently liaising with the customer over terms of the sale.
- **Identify decision makers** - Contacted higher authorities in the customer organization who can make a decision on the deal.
- **Qualification** - The opportunity qualifies for full quote after communication with the decision makers.
- **Closed won** - The sale is concluded
- **Closed lost** - The opportunity failed.

**Lead Source** - The channel through which the lead was obtained. The possible values are:

- **Cold Call** - The lead was identified by a telemarketing call.
- **Existing Customer** - The lead is already a customer

- **Self Generated** - The contact approached the company by themselves
- **Employee** - The lead is an employee of your company
- **Public Relations** - The lead was acquired as a result of a PR activity
- **Direct Mail** - The lead responded to mail communication from you
- **Conference** - The lead contacted you in a conference
- **Trade Show** - The lead visited your stall in a trade show and contacted you
- **Web Site** - The lead visited or made an inquiry through your customer-facing website
- **Word of mouth** - The lead heard about you by speaking to others
- **Other** - Channel not covered by the above

**Expected Close Date** - The anticipated sales conclusion date

**Amount** - The total charges involved in the sales

**Assigned To** - The sales person who is responsible for the sales process flow.

#### **Create a new opportunity**

- Click 'Opportunities' on the menu bar or click 'All' > 'Marketing & Sales' > 'Opportunities'
- Click 'Add Opportunity'



The screenshot displays the CRM interface for managing opportunities. At the top, navigation tabs include Calendar, Leads, Organizations, Contacts, Opportunities (selected), Products, and All. Below the navigation is a search bar with 'All Records' and a search icon. The main content area shows the 'Opportunities List' with an 'Add Opportunity' button circled in red. Below this is a table with columns for Opportunity Name, Organization Name, Sales Stage, and Lead Source. A red arrow points from the 'Add Opportunity' button to the 'Opportunity Name' field in the 'Creating New Opportunity' form. The form is divided into 'Opportunity Details' and 'Description Details' sections. The 'Opportunity Details' section contains fields for Opportunity Name, Organization Name, Contact Name, Amount, Type, Expected Close Date, Lead Source, Next Step, Assigned To, Sales Stage, Campaign Source, Probability, and Forecast Amount. The 'Description Details' section contains a Description field. 'Save' and 'Cancel' buttons are present at the bottom right of the form.

The new opportunity form lets you setup quote details and description.

**Opportunity Name** - Create a label for the opportunity. For example, you might name the opportunity after the customer or after the lead involved.

**Organization Name** - The customer who is the subject of the opportunity.

- Click the search icon to choose an existing customer
- Click '+' to create a new customer

**Contact Name** - Person in the customer organization with whom your sales team is communicating.

- Click the search icon to choose an existing contact
- Click '+' to create a new contact

**Amount** - The anticipated value of the deal.

**Type** - Whether the customer is new or existing.

- Select 'New Business' if this is the first sales opportunity with the organization or contact.
- Select 'Existing Business' if you have worked with the organization or contact before.

**Expected Close Date** - Specify when the sale is forecast to conclude.

**Lead Source** - The channel through which the opportunity was acquired. See [above](#) for descriptions of the channels.

**Next Step** - The next action to be taken towards completing the sale. You can also use the 'Description' field to add a more detailed flow if required.

**Assigned To** - The staff member responsible for the opportunity (mandatory). This may be the same staff member responsible for the lead, for the quote, or for the organization.

**Sales Stage** - Select the current status of the opportunity in your sales flow. See [above](#) for descriptions of the sale stages.

**Campaign Source** - Select the marketing campaign related to the deal (optional).

- Click the search icon to choose an existing campaign
- Click '+' to create a new campaign
- See [this page](#) to read more about campaigns

**Probability** - Enter the estimated % chance of closing the opportunity.

**Forecast Amount** - Enter the estimated charges acquired through this deal.

**Description** - Enter any comments about the quote and/or products therein. This is visible in the final quote.

- Click 'Save'

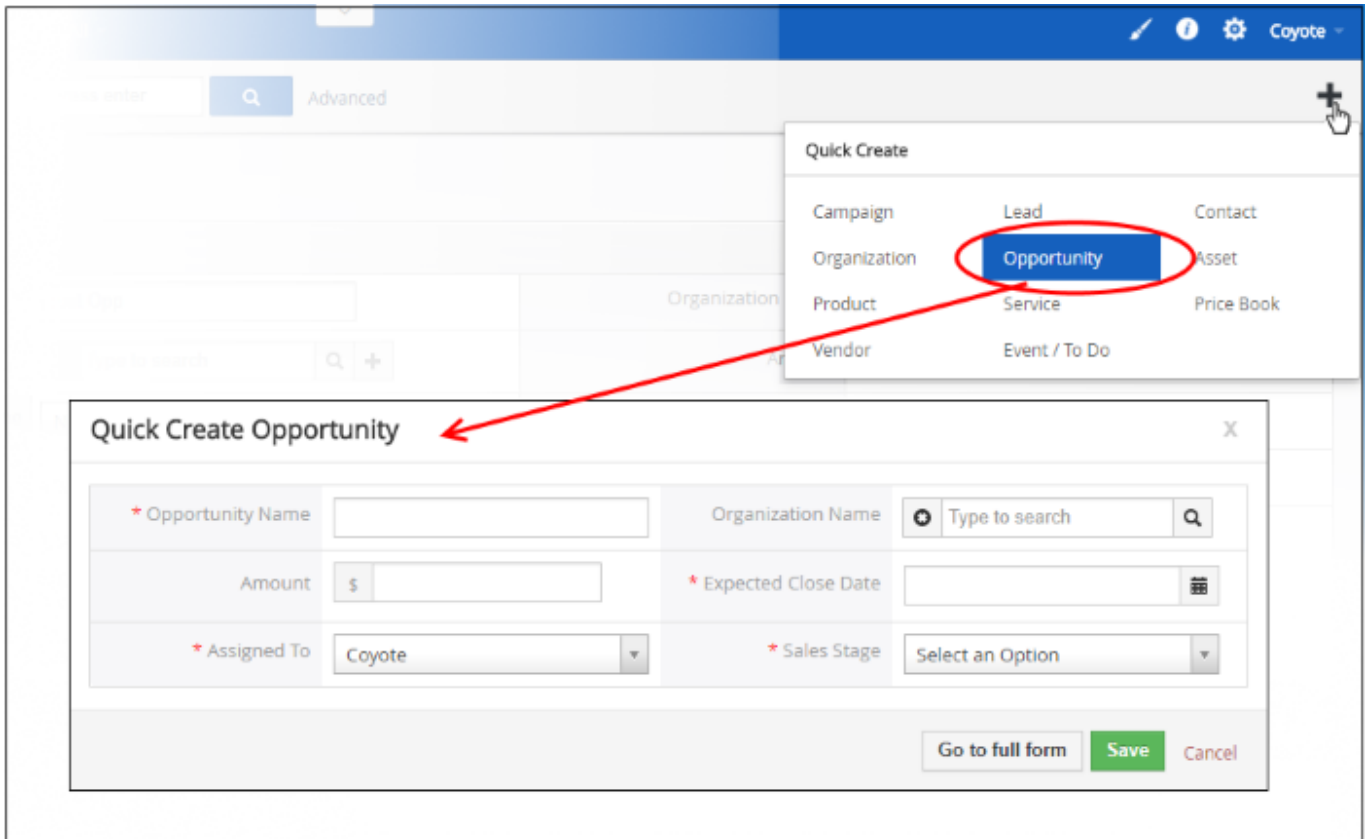
The opportunity record is added to CRM. You can now associate a quote and track the sales process flow.

### **Quick create an opportunity**

'Quick Create' lets you register a new opportunity by only entering basic details. You can add more details later as the opportunity develops.

- Click the '+' button at the top right from any interface of CRM and choose 'Opportunity' from the options.





- Fill-in the opportunity in the 'Quick Create Opportunity' dialog. Descriptions of the form parameters are available in this [above](#).
- If you want to view and enter all details, click 'Go to full form'.
- Click 'Save'

The record is saved and added to the list of opportunity records in the 'Opportunities' interface. You can open the summary interface for the record by clicking the opportunity name and add/edit the details as required at anytime.

### Convert a lead into an opportunity

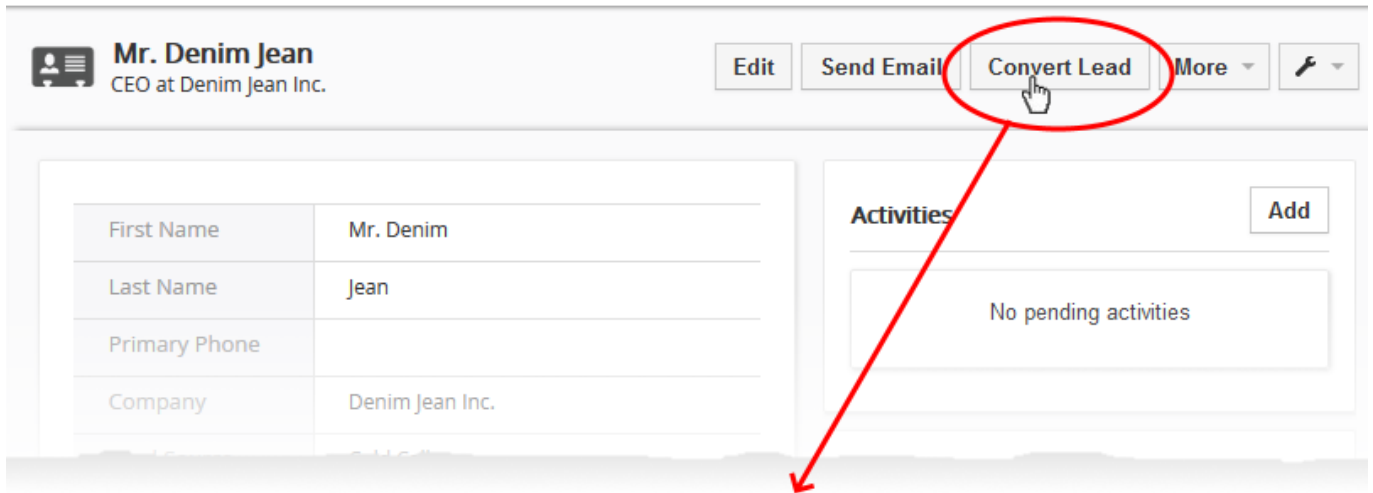
Open CRM > click 'Leads' on the menu bar

- You can convert a qualified lead into an opportunity from the 'Leads' interface
- When converting a lead you can also create a new contact organization if required.

### Convert a lead

- Click 'Leads' on the menu bar, or click 'All' > 'Leads'
- Click on any lead to open its summary page
- Click the 'Convert Lead' button at the top-right corner:





### Convert Lead : Denim Jean

- Create Organization
- Create Contact
- Create Opportunity

* Opportunity Name	Denim Jean Inc.
* Expected Close Date	<input type="text"/>
* Sales Stage	Select an Option
Amount	\$ <input type="text"/>
* Assigned To	Coyote
Transfer related record to	<input type="radio"/> Organization <input checked="" type="radio"/> Contact

Save Cancel

- Select 'Create Opportunity'
- Complete the mandatory fields. Descriptions of the fields are available [above](#).
- Click "Save"

The record is added to the 'Opportunities' interface.

**Further reading:**

Organizations

Contacts

Campaigns

Quotes

Products

Services

Price Books