

# CRM

**Lead State**

Lead Source (e.g. Tradeshow, Cold Calling)

Lead Program (e.g. Product Line, Account Type)

• Projected Conversion Date  
• Projected \$ Value Of Winning Account  
• Probability Adjustment

Notes / Knowledge Base (Sales Collaboration)

Reminders / Followups  
Calendar Integration  
"Last Touched" Tracking

Activate As Customer



Customizable Funnel  
Assignments / Responsibilities  
Email Triggers / Alerts / Reminders  
Workflow History

**Opportunity State**

Opportunity Type (e.g. Product Line)

Opportunity Probability Adjustment

• Projected Sales Quantity  
• Projected Unit / Ext. Resale  
• Product

Notes / Knowledge Base (Sales Collaboration)

Reminders / Followups  
Calendar Integration  
"Last Touched" Tracking

Activate As Customer

Quote Per Customer Opportunity

**Quotes**

Quote Workflow State (e.g. Sales, Engineering, Purchasing)

Send Quote PDF To Customer

• Projected Conversion Date  
• Projected \$ Value Of Winning Account  
• Quote Probability Adjustment

Notes / Knowledge Base (Sales Collaboration)

Reminders / Followups  
Calendar Integration  
"Last Touched" Tracking

Convert To Order (Track Conversion %)    Reconcile Quote (Track Reason Codes)

**Customer Service**

Customer Record Account Type (Contacts, Addresses, History, etc.)

Documents / Paperwork

Check Status Of Customer Order

Open A Customer Case (Complaint, Feedback, etc.)

Issue An RMA

Track Customer Warranty Information

Re-issue Shipping Docs, Invoices, etc.

**Customer Portal**

Submit RFQs    Order Status  
Track Shipments    AR Statement