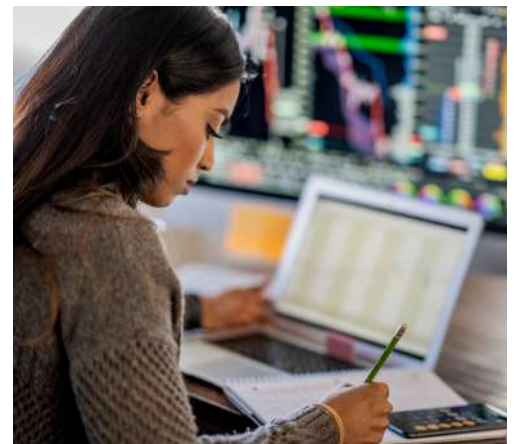# Opportunity Management in IFS Cloud

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Understand your sales pipeline to focus business efforts.

Managing and understanding your pipeline to identify opportunities is a key function within your sales teams. Without it, leads and sales cycles would be affected which can impact your sales performance. In today's fast paced world, organizations still struggle to manage their sales processes and manage their opportunities in a seamless way; while the need for such processes to be simpler, faster, and automated are bigger every day. Organizations experience real challenges when it comes to having full pipeline visibility, sales process automation, maintaining and integrating sales key information but also when forecasting win rates.

Our Opportunity Management solution ensures sales reps capture all necessary information and cover all important actions with configurable sales processes. The solution also helps users to make sure opportunities are valued correctly, and automatically visible in the sales pipeline. With organizations expanding their operations and trading in global markets, effective opportunity management is essential to achieve sales targets so the need for accuracy, visibility and speed is now greater than ever. Using AI-enabled scoring capability, the solution calculates the probability for a business opportunity to be closed so sales managers can act in all stages of an opportunity and have clear visibility of all ongoing sales activities.

Benefits

Opportunity Management graphically visualizes customer interest, revealing opportunities coming down the sales pipeline and those that are flagging and failing. Quickly drill into information to reach fact-based business decisions.

Clear pipeline visibility, auditability, and traceability to address opportunities effectively.

Faster customer comeback response: Configure and price customer requirements quickly, accurately, and profitably.

Enhanced sales process optimization by ensuring opportunities follow their respective workflow with support.

Improved sales forecasting with more accurate opportunity probability score.

Key capabilities

Manage relevant Sales Parts

- Enable users to manage the relevant parts of a sales opportunity, through configuration and estimation capabilities.

Assemble team of sales reps

- Ability to define interdisciplinary teams consisting of e.g., Sales, Engineering and Marketing to collaborate on opportunities.

Manage the buying center

- Manage all relevant contacts on the account side, including personal and deal-related information.

Drive the sales process

- Ability to define sales processes, specific to the needs of different countries, organizations, accounts, markets or types of business. The sales process not only contain the different stages an opportunity can be in, but they also include the actions that have to be taken by the sales team in each stage to advance the deal, which helps automate sales and delivers process reliability.

Manage activities

- All past and future interactions with accounts are managed as activities. These activities can be generated from marketing campaigns, outgoing calls or emails in the CRM Microsoft Outlook Panel. They can also be created in Microsoft Outlook and synchronized with CRM. Managing activities in a proper way allows customers to have a clear overview of customer interactions over time. Put into the context of an opportunity, it is very easy to keep track of all meetings, calls and negotiations with an account.

Tie into operations in Supply Chain and Manufacturing

- The embedded character of IFS Cloud's CRM capabilities allow customers to seamlessly tie opportunities into the quotation and customer order capabilities of IFS Cloud. All relevant information like the configuration of sales parts is passed into the operations functionalities of IFS Cloud, allowing a seamless delivery of the sold products and services to drive customer satisfaction.

Calculate opportunity score

- Using an AI model, based on historic data, opportunities receive a score between 0 and 100, which gives sales representatives, and their managers clues as to how likely it is that an opportunity will be closed. It takes into consideration information about how successful the customer has been, in which markets, against which competitors, at what deal size, the source of the opportunity, the estimated close date, etc.

Learn more about how our enterprise software solutions can help your business today at ifs.com.

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