A Non-Developer's Guide to Smarter Sales Processes in Microsoft Dynamics CRM 2015

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Part 2: Revenue Estimation

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2015-05-06

About This Presentation

DIGITAL ILLUSTRATED
DESIGN TECHNOLOGY SUCCESS

- These are the slides from a live webcast on MSDynamicsWorld.com, presented on May 6th 2015
- The webcast recording is available on YouTube: http://bit.ly/crm15salesprocess
- The topics are covered in more detail in blog posts at http://survivingcrm.com/

About Me

DIGITAL ILLUSTRATED
DESIGN TECHNOLOGY SUCCESS

- Dynamics CRM consultant from Helsinki
- Working at Digital Illustrated Finland
- Dynamics CRM addict since 2005
- Frequent blogger & #MSDYNCRM evangelist on social media
  - Blog: survivingcrm.com
  - @jukkan on Twitter
- Microsoft MVP since 2013
- Focused on improving CRM solution usability & information work efficiency

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Customizing Dynamics CRM as a Non-Developer

- Point & click configuration/customization tools of Dynamics CRM have come a long way
- The ratio of custom code vs. configuration in typical CRM solutions is decreasing
- Solution delivery often requires the creative *combination* of several CRM configuration options
- The goal of this article series is to demonstrate a few scenarios where such combinations are used for delivering new functionality for the CRM sales process

Customization Scenarios Explored in This Series

Part 2

1. Lead qualification

- Streamline data entry for leads on existing accounts & contacts
- Convert leads to influencers instead of new opportunities

2. Opportunity revenue estimation

- Replace opportunity product lines with predefined cost estimate fields
- Calculate opportunity total value from day & rate fields

3. Pipeline development

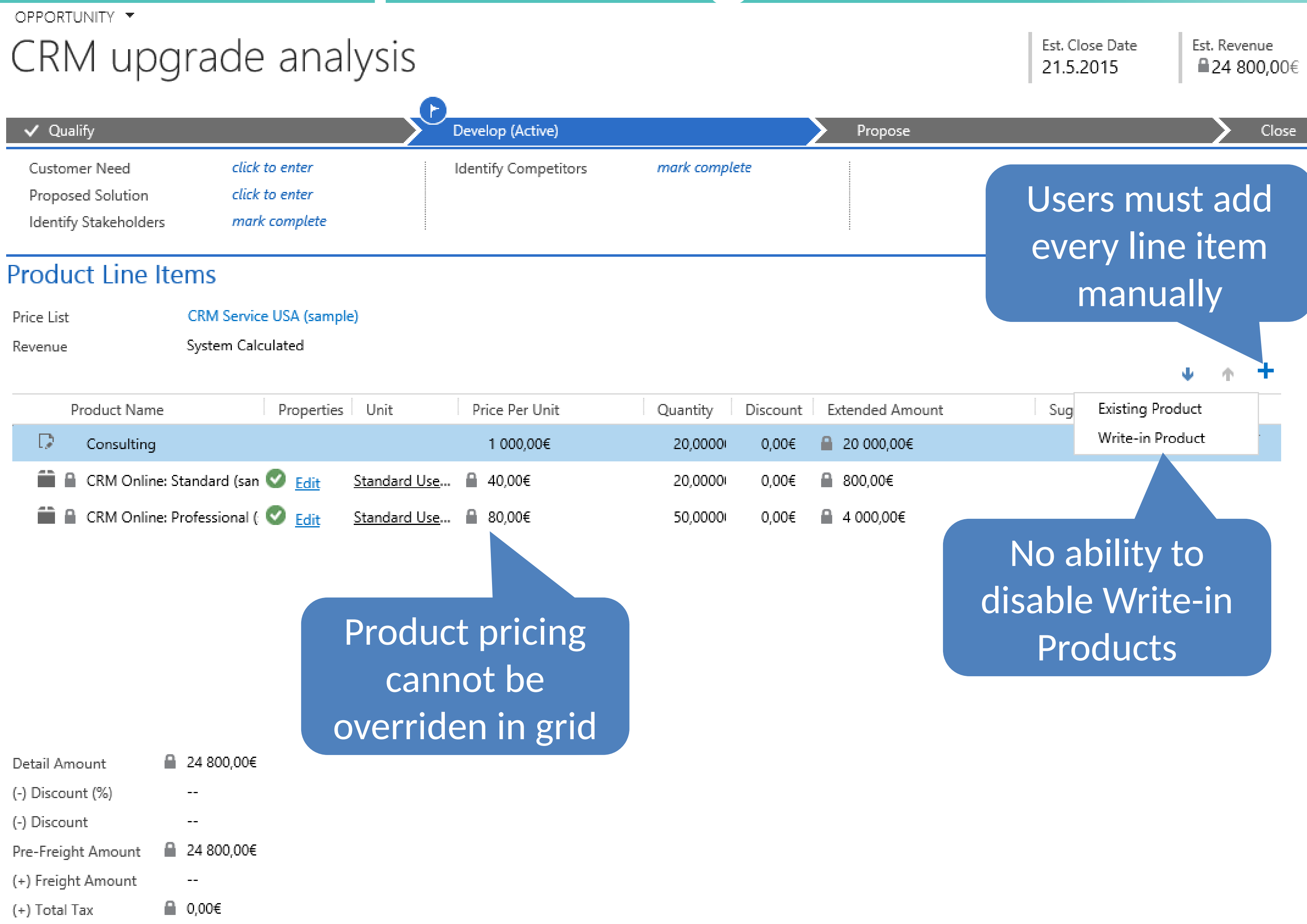
- Capture opportunity count and revenue per sales stage
- Schedule data snapshots of historical pipeline size

Opportunity Revenue Estimation

The Problem

- Calculating estimated revenue with CRM can require a lot of clicks from the end user
- Managing detailed product and price information in CRM product catalog and price lists can be troublesome
- Cannot easily have a standard set of opportunity product line items included in all opportunities
- Opportunity product editable grid cannot be customized to optimize data entry

Standard opportunity products grid



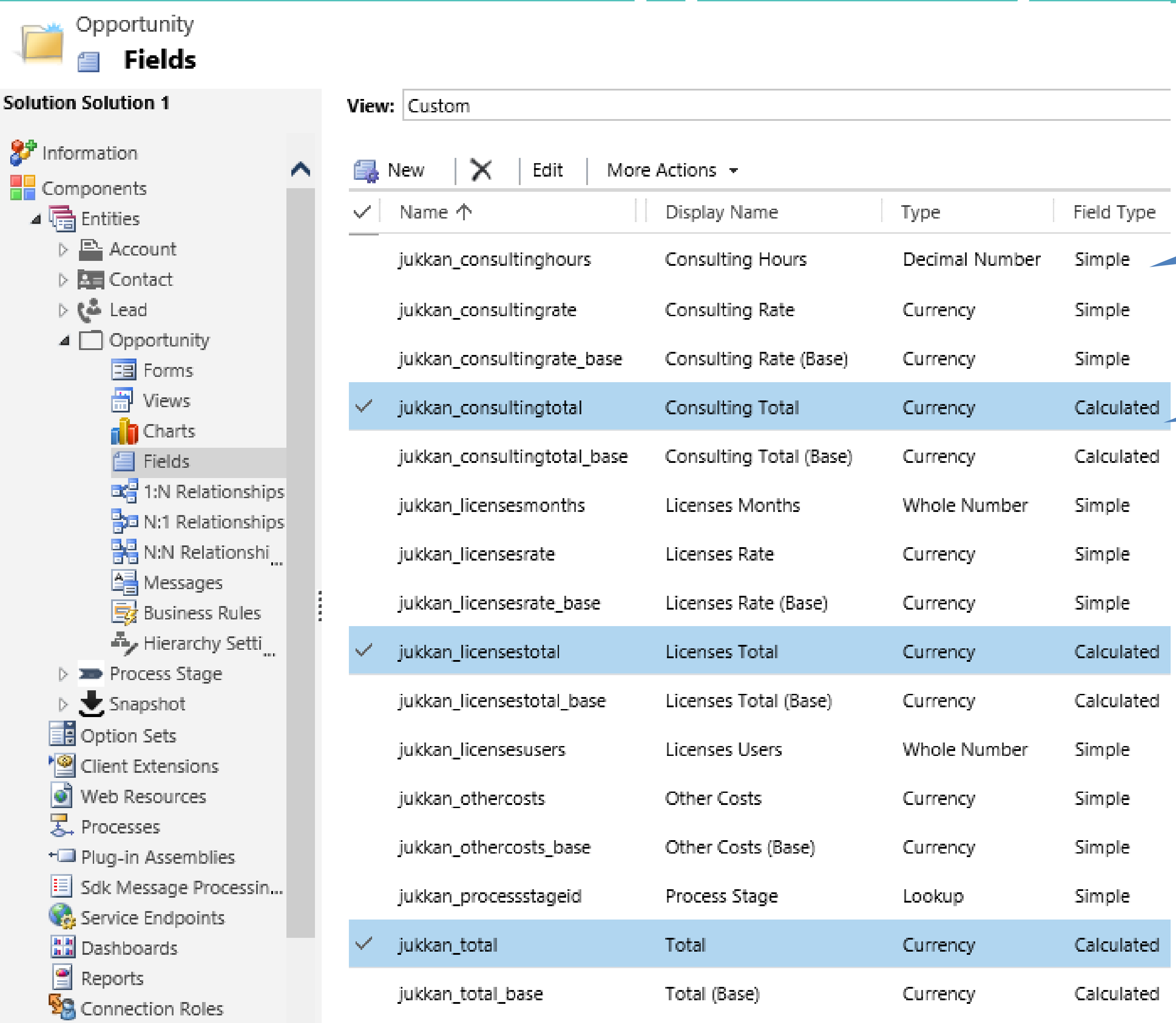
The Solution

- Create fixed fields for recording the revenue components directly onto the opportunity entity, with no line items
- Use CRM 2015 Calculated Fields feature to sum up the estimated revenue across all the individual fields
- Use a Real-time workflow to update the Est. Revenue field for the opportunity

Example Revenue Components for Projects

- Consulting
  - Hours (decimal), Rate per hour (currency)
  - Total = Hours * Rate (currency)
- Licenses
  - Users (whole), Months (whole), Rate per month (currency)
  - Total = Users * Months * Rate (currency)
- Other
  - Other costs (currency)
- Total Amount
  - Total = Consulting total + Licenses total + Other (currency)

Adding Custom Fields for Opportunity

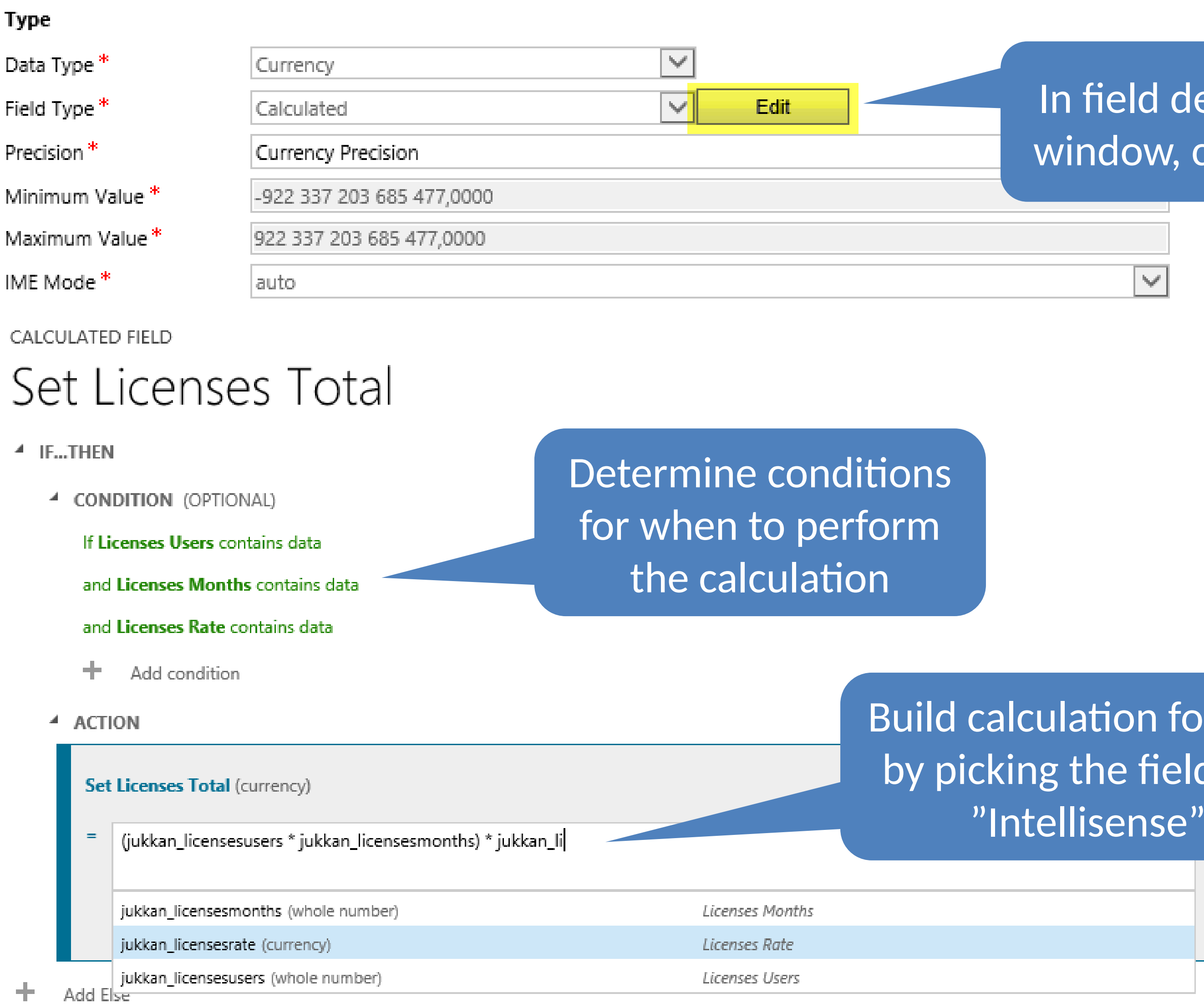


Name	Display Name	Type	Field Type
jukkan_consultinghours	Consulting Hours	Decimal Number	Simple
jukkan_consultingrate	Consulting Rate	Currency	Simple
jukkan_consultingrate_base	Consulting Rate (Base)	Currency	Simple
jukkan_consultingtotal	Consulting Total	Currency	Calculated
jukkan_consultingtotal_base	Consulting Total (Base)	Currency	Calculated
jukkan_licensesmonths	Licenses Months	Whole Number	Simple
jukkan_licensesrate	Licenses Rate	Currency	Simple
jukkan_licensesrate_base	Licenses Rate (Base)	Currency	Simple
jukkan_licensestotal	Licenses Total	Currency	Calculated
jukkan_licensestotal_base	Licenses Total (Base)	Currency	Calculated
jukkan_licensesusers	Licenses Users	Whole Number	Simple
jukkan_othercosts	Other Costs	Currency	Simple
jukkan_othercosts_base	Other Costs (Base)	Currency	Simple
jukkan_processstageid	Process Stage	Lookup	Simple
jukkan_total	Total	Currency	Calculated
jukkan_total_base	Total (Base)	Currency	Calculated

Simple fields = standard CRM data types

Calculated fields = new CRM 2015 field type

Configuring the Calculated Field Formula

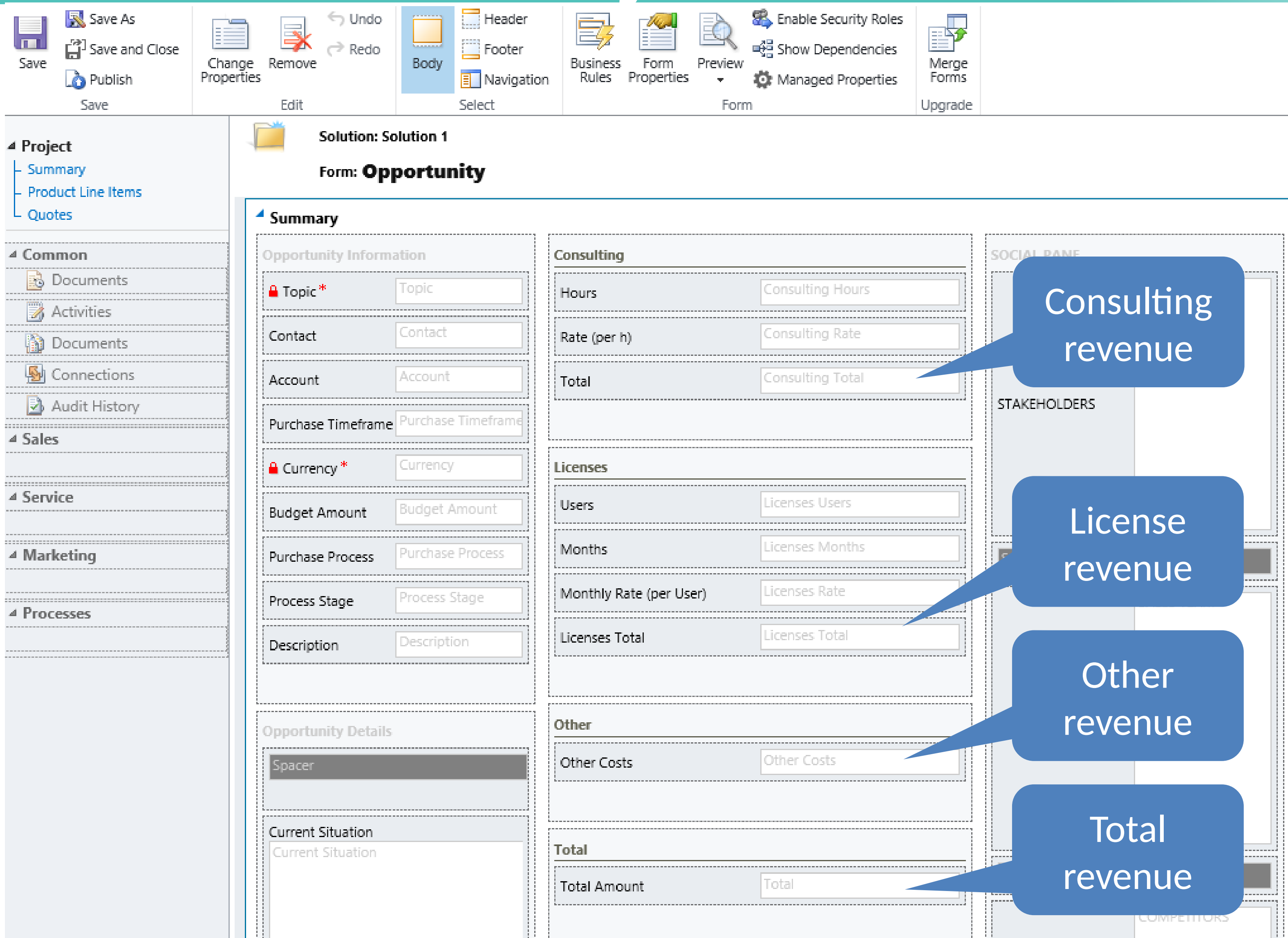


In field definition window, click Edit

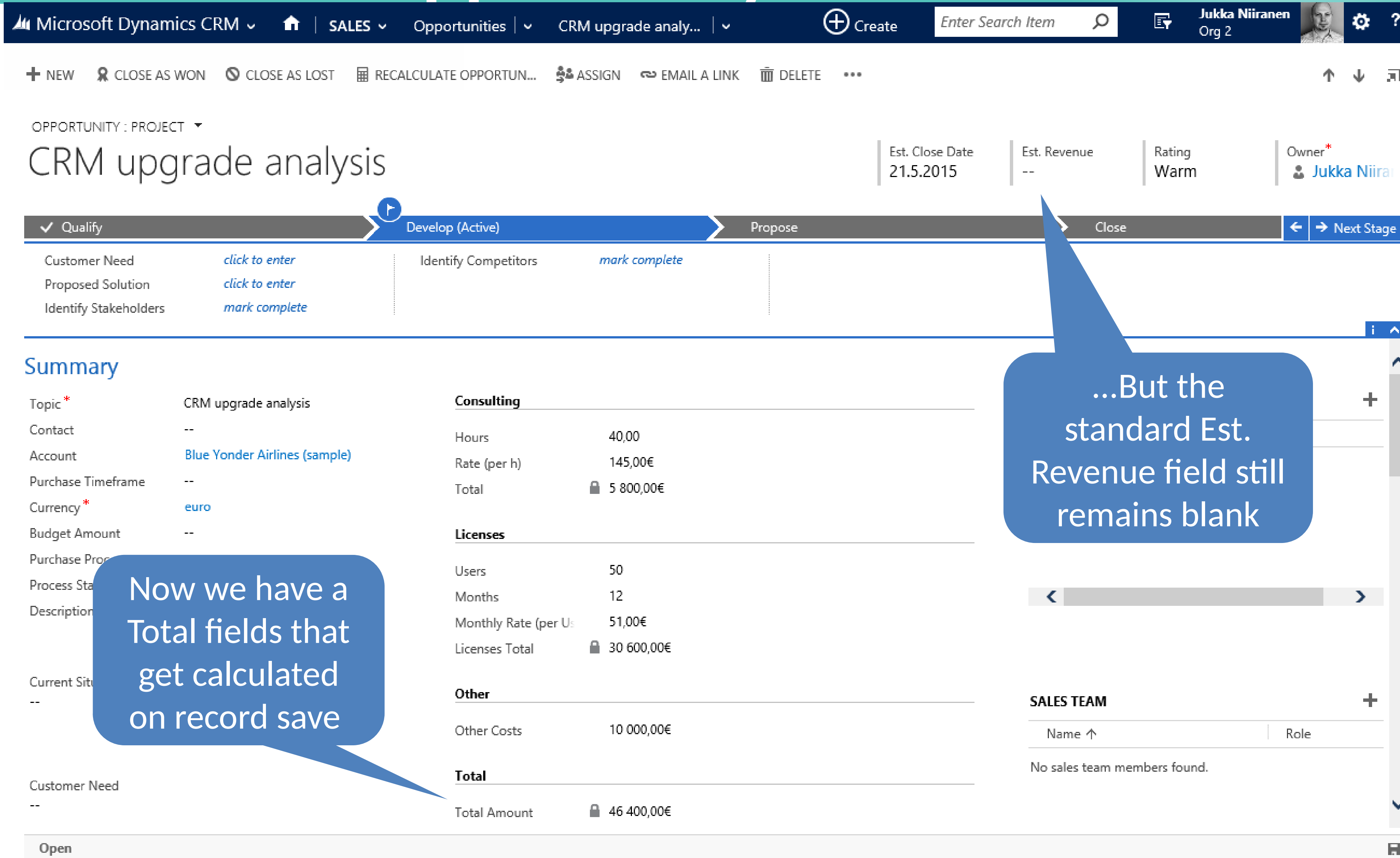
Determine conditions for when to perform the calculation

Build calculation formula by picking the fields via "Intellisense"

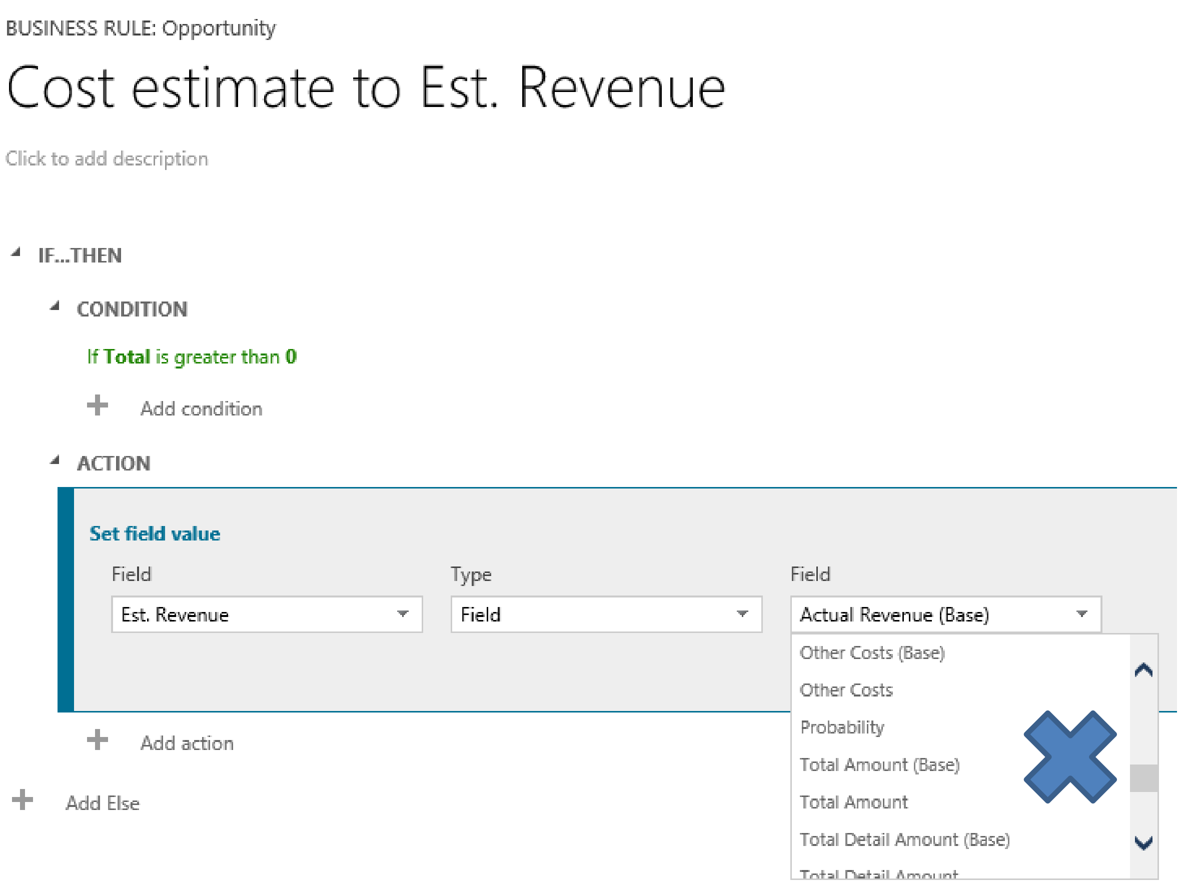
Custom Opportunity Form for Project Sales



Calculated Fields on the Opportunity Form

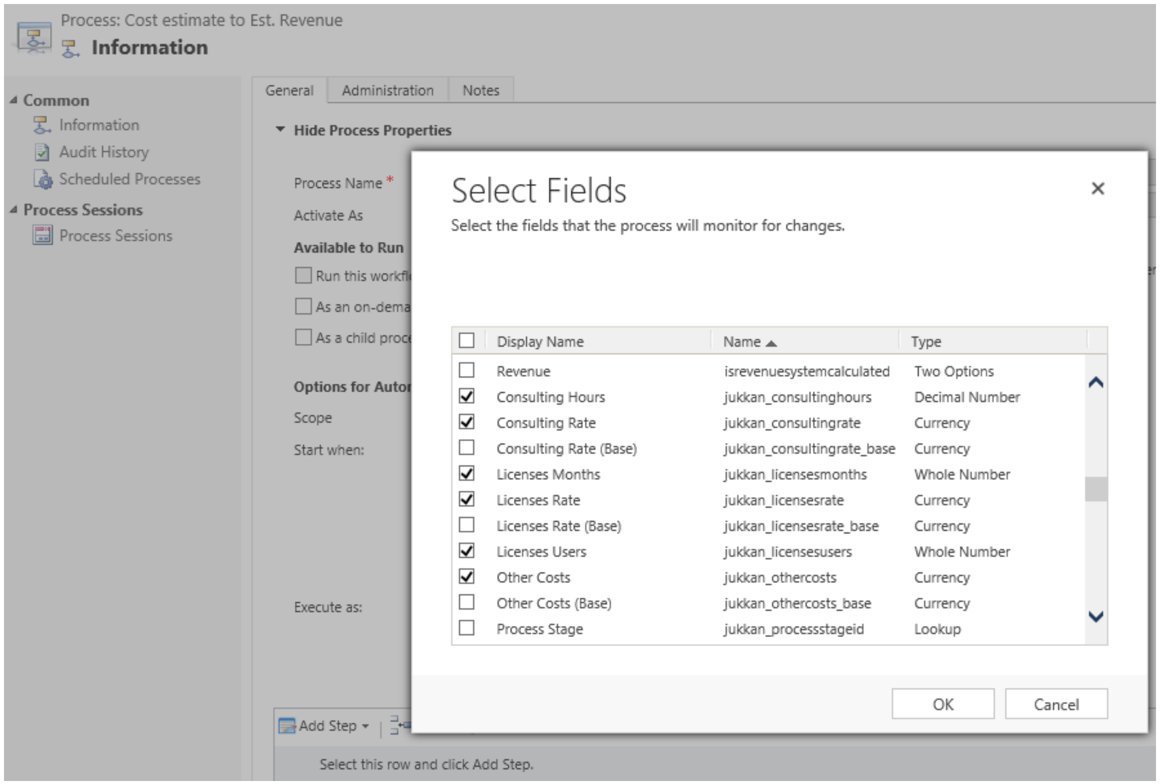


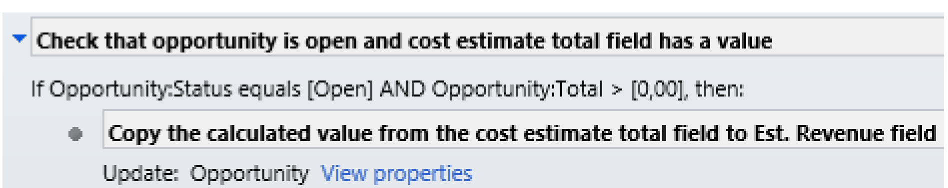
Setting the Est. Revenue field value (1)



- Business Rules won't work for updating the Est. Revenue field
- You can't set a standard field's value to the value of a calculated field

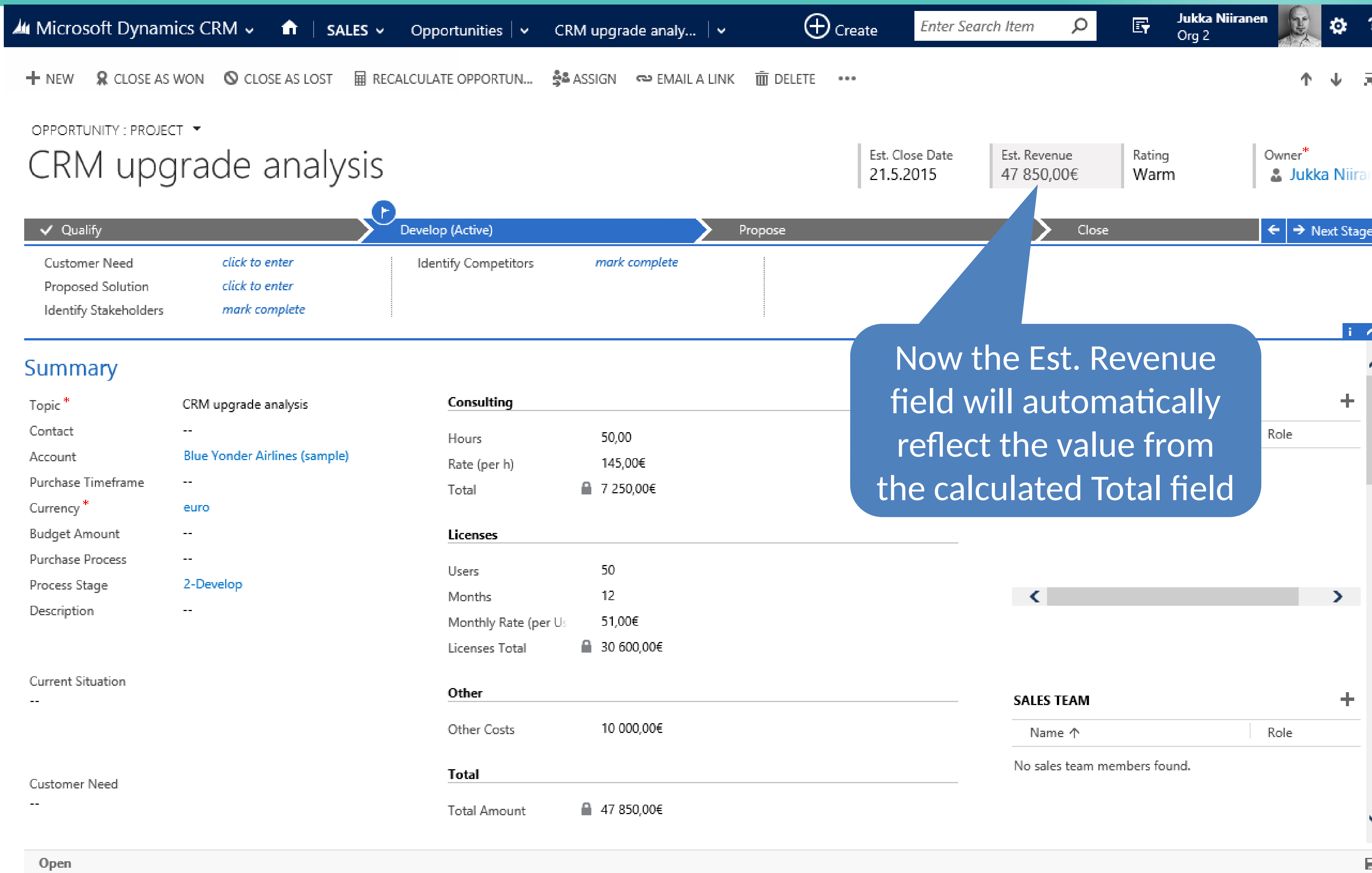
Setting the Est. Revenue field value (2)





- Real-time workflows can, however, access the calculated field's value
- Trigger the workflow on record create event and source field value change event
- Set Est. Revenue to total cost

Est. Revenue Synchronized with Calculated Total Field



Final Notes

Next Steps

- Read more articles on Microsoft Dynamics CRM customization best practices at http://survivingcrm.com/
- Follow @jukkan on Twitter for the latest #MSDynCRM related news and tips
- Check out the Dynamics CRM webcasts series at http://msdynamicsworld.com/webcasts
- Thanks for viewing these slides & enjoy customizing your Dynamics CRM environment!