Chapter 7

Opportunities

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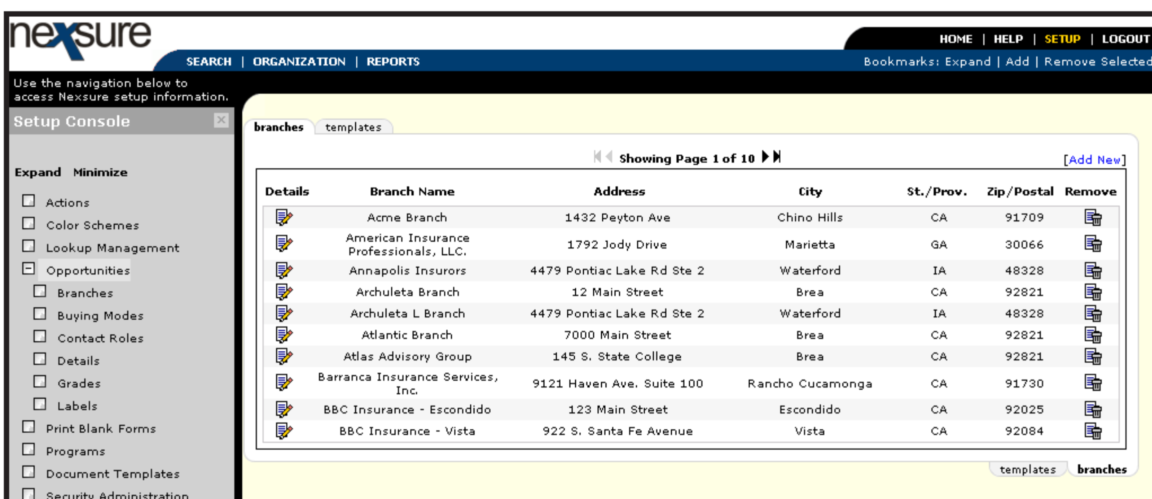
Opportunities

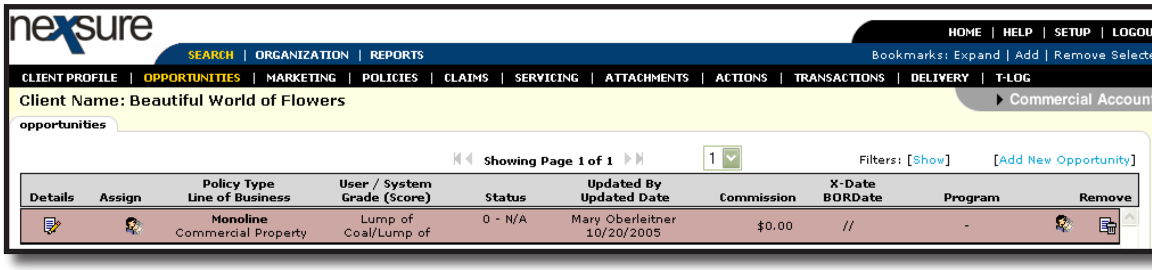
The Opportunities screen displays prospective sales data. A separate Opportunity should be set up for each Line of Business or Package Policy. It is up to each organization to define the use of opportunities to best fit their need. Opportunities may be customized for each Branch added to your Organization.

To modify, click the **SETUP** link on the Utility menu, and click on **Opportunities** on the Setup Console. The **branches** and **templates** tabs are automatically displayed. Each page has navigation controls located at the top center of the page that provides the ability to navigate to different pages should multiple pages exist.

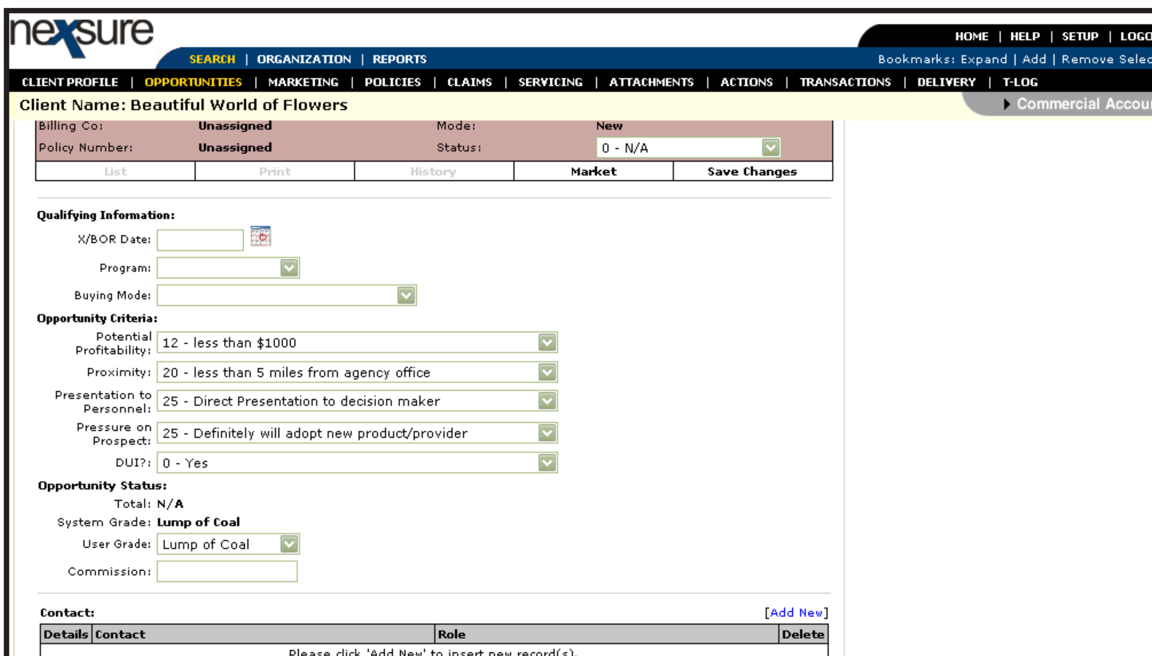


Identifying the Labels to Display on the Client Opportunities Screen

To customize the opportunities, first identify what the labels should be on the client opportunities page. To see the current labels at Client Opportunities level, first search for a client by clicking on the **SEARCH** link located on the Client menu. Select any client by clicking the **Details** icon and then click the **OPPORTUNITIES** link. Click the **[Add New Opportunity]** link on the upper right side of the screen to display the Lines of Businesses to choose from. After selecting the lines of business the opportunity is added.



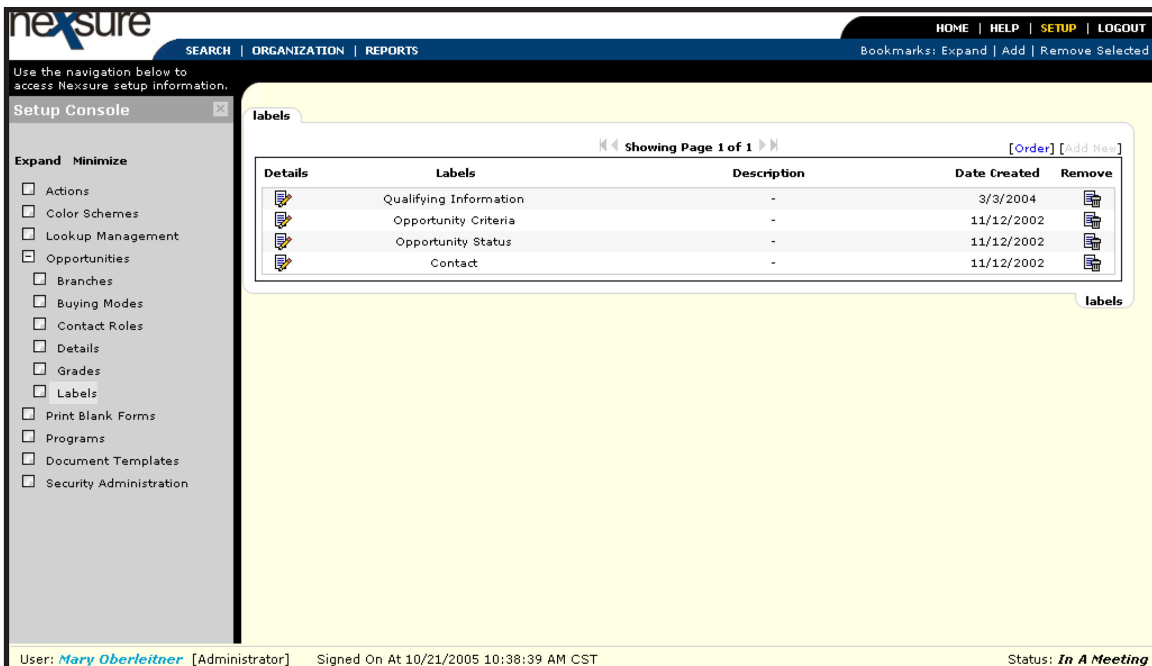
The Current Default Labels are shown on the screen below in Bold.



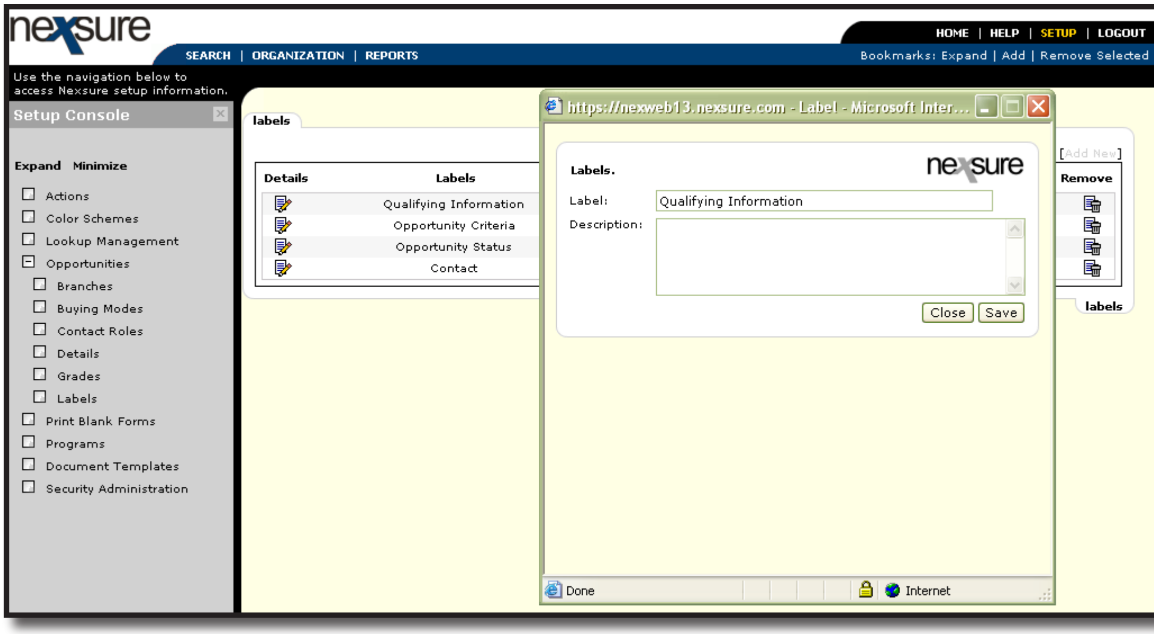
If a label change is needed, use the table provided below to determine the new labels.

Current Labels	New Labels
Qualifying Information	
Opportunity Criteria	
Opportunity Status	
Contacts	

Modifying these labels is done in Opportunities Setup, selecting the Labels link on the Setup Console will show the Current Labels. Notice that the Add New link is not an option. To activate this option at least one of the 4 labels would need to be removed by clicking the **Remove** icon on the right of the label. It is easiest to edit the Label by clicking the **Details** icon.



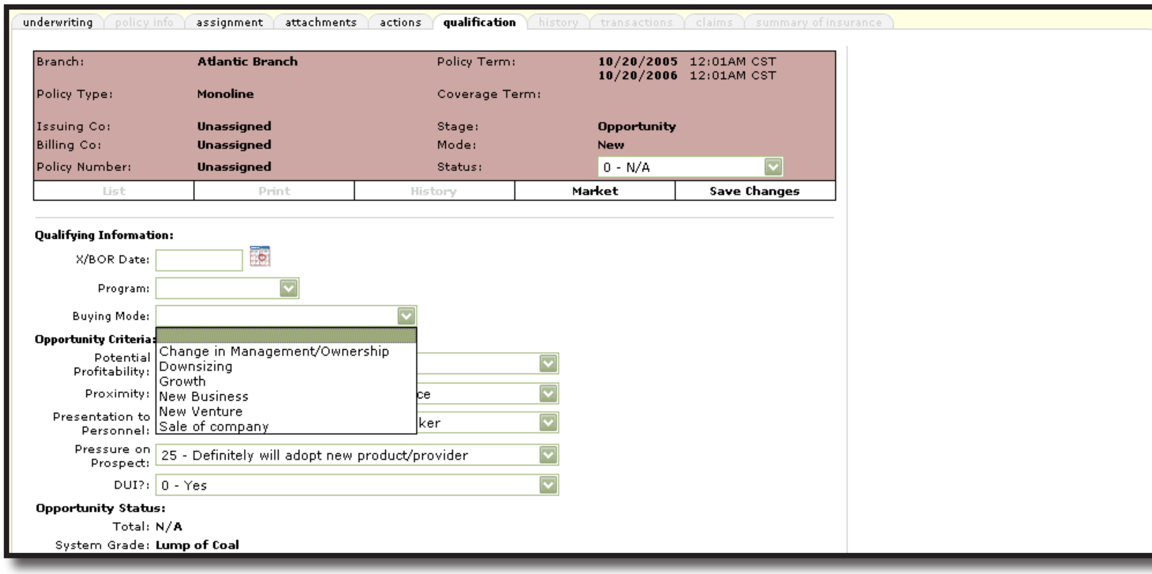
Edit the Label and a description may be entered to identify the intent of the label for future reference. Click the Save button to store the modification or the Close button to abort any changes. Once all Labels have been changed, access the Opportunity created earlier to make sure the Labels are where they're intended to be.


nexsure
HOME | HELP | SETUP | LOGOUT
SEARCH | ORGANIZATION | REPORTS
Bookmarks: Expand | Add | Remove Selected
Use the navigation below to access Nexsure setup information.
Setup Console
Expand Minimize
Actions
Color Schemes
Lookup Management
Opportunities
Branches
Buying Modes
Contact Roles
Details
Grades
Labels
Print Blank Forms
Programs
Document Templates
Security Administration
labels
Details
Labels
Qualifying Information
Opportunity Criteria
Opportunity Status
Contact
https://nexweb13.nexsure.com - Label - Microsoft Inter...
Labels.
Label:
Qualifying Information
Description:
Close
Save
Done
Internet
[Add New]
Remove
labels

Notes

Modifying or Adding Buying Modes

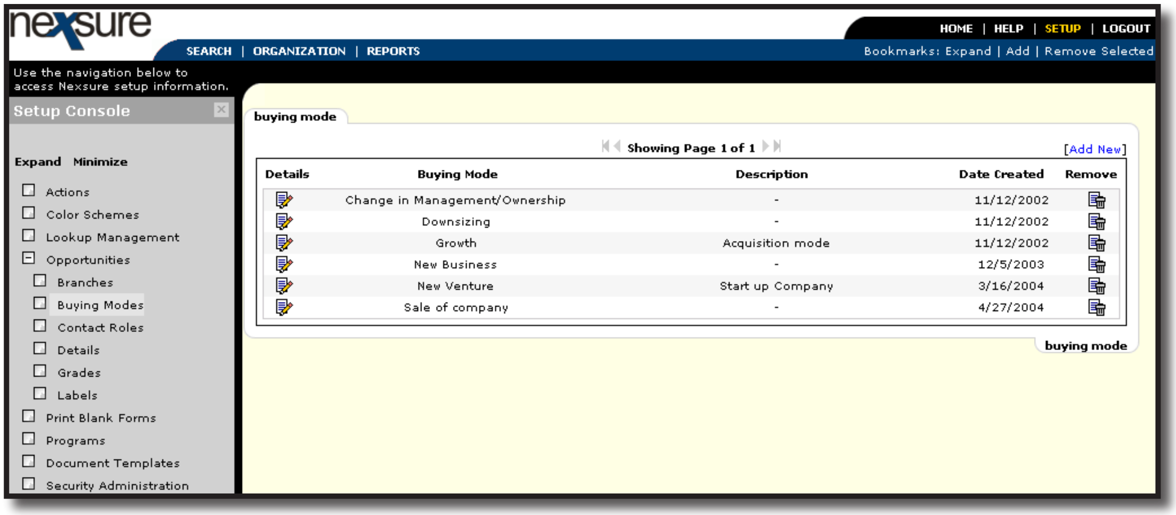
Buying Modes are used to identify the buying mode of the suspect and are utilized on the Client Opportunities qualification tab. The drop-down box contents has some defaults but may be modified prior to use. Once a mode has been used, it is not recommended that it be changed.



If a Buying Mode change is needed, use the table provided below to determine the new buying modes.

Current Default Buying Modes	New Buying Modes
Change in Management	
Downsizing	
Growth	

Modifying the Buying Modes is done in Opportunities Setup, selecting the Buying Mode link on the Setup Console will show the Current Buying Modes. Notice that the Add New link is available which allows the addition of new buying modes. Click the Add New link to add a new buying mode or click the **Details** icon to modify an existing one. Clicking the **Remove** icon will allow the removal of the Buying Mode.



HOME | HELP | SETUP | LOGOUT
SEARCH | ORGANIZATION | REPORTS
Bookmarks: Expand | Add | Remove Selected
Use the navigation below to access Nexsure setup information.
Setup Console
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Contact Roles
Details
Grades
Labels
Print Blank Forms
Programs
Document Templates
Security Administration
buying mode
Showing Page 1 of 1
[Add New]
Details
Buying Mode
Description
Date Created
Remove
Change in Management/Ownership - 11/12/2002
Downsizing - 11/12/2002
Growth Acquisition mode 11/12/2002
New Business - 12/5/2003
New Venture Start up Company 3/16/2004
Sale of company - 4/27/2004
buying mode

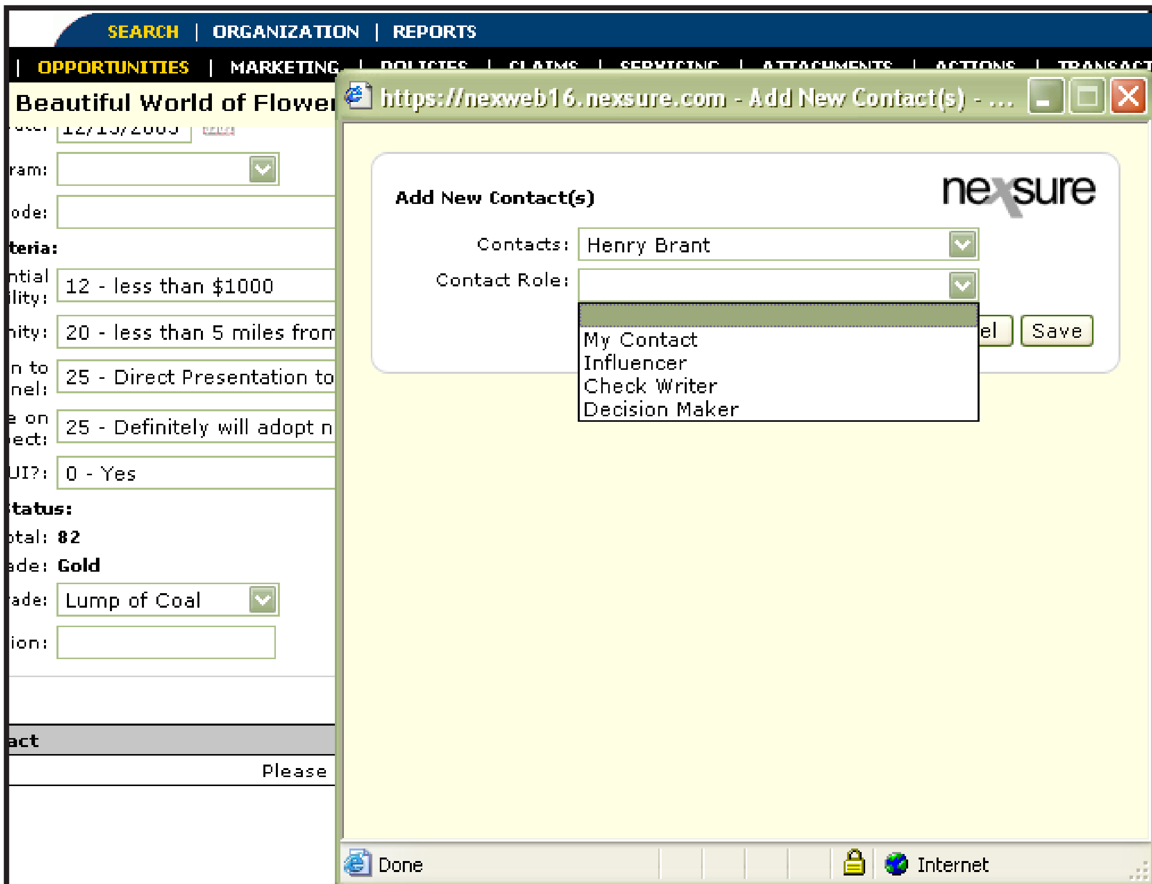
Buying Mode.
nexsure
Buying Mode:
Description:
Close
Save

Notes

Contact Roles

Contact Roles are used to identify the role of each contact added to the **OPPORTUNITIES** > **qualification** tab. The drop-down box contents have defaults but may be modified prior to use. Once a role has been used, it is not recommended that it be changed. Only four Contact Roles may be added. To access the Contact roles, click the **[Add New]** link for the Contacts at the bottom of the **qualification** tab.

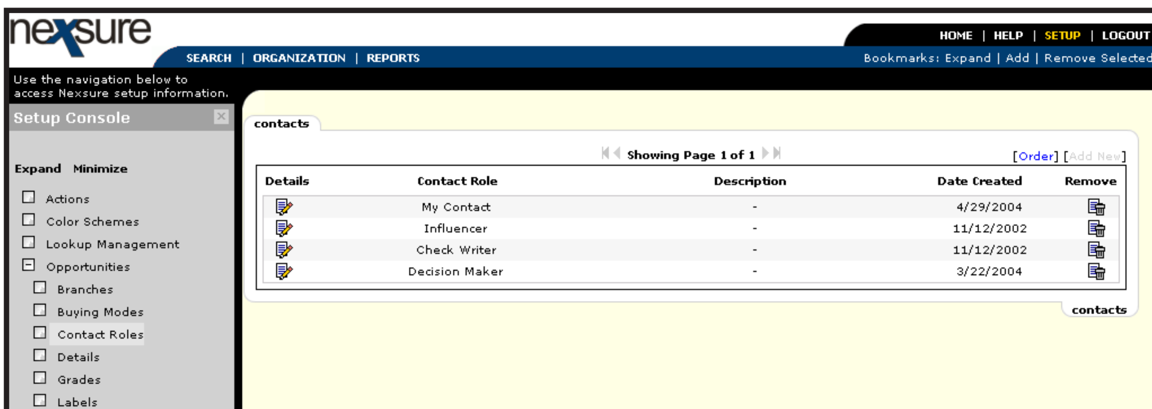
The **Add New Contact(s)** pop-up window allows the contacts added on the Client contacts tab to be associated with the Opportunity. Use the **Contact Role** drop-down box to identify each contact's role.

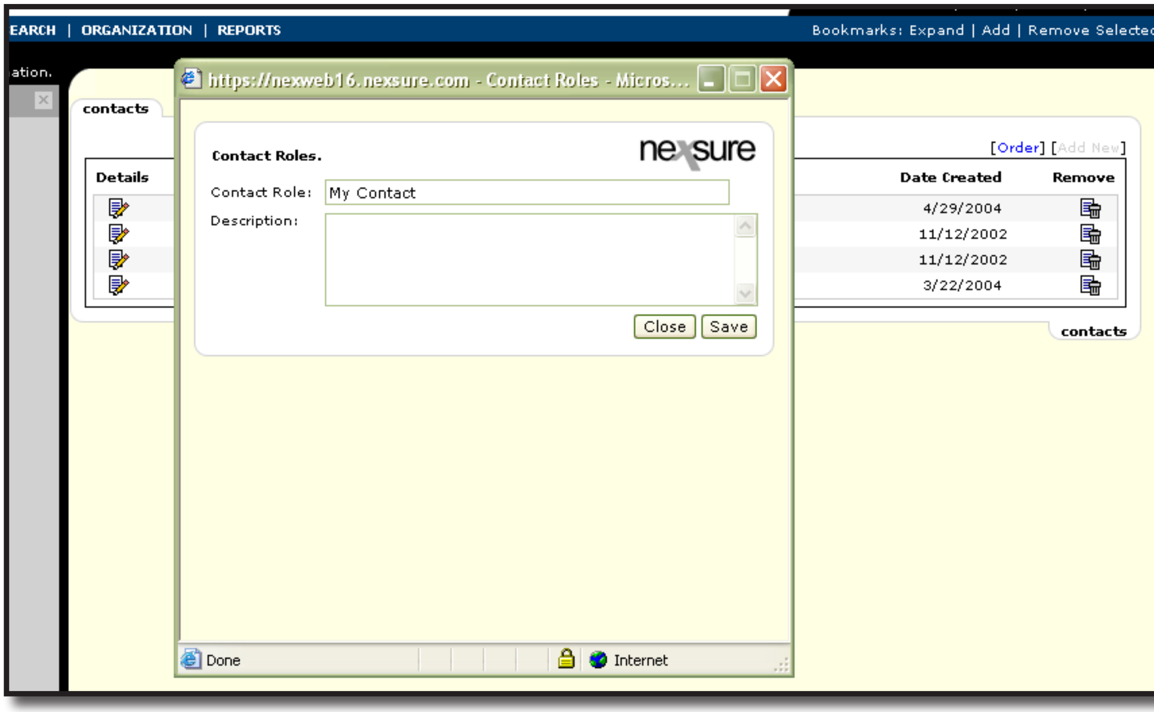


If modification to the Contact Roles is required use the table below to determine what the new roles will be:

Default Contact Role
Decision Maker
Check Writer
My Contact
Influencer

Modifying the Contact Roles is done in Opportunities Setup, selecting the Contact Roles link on the Setup Console will show the Current Roles. Notice that the Add New link is not available if four roles already exist. Removing a contact role will activate the Add New link to add a new role or click the **Details** icon to modify an existing one. Clicking the **Remove** icon will allow the removal of the Contact Role.

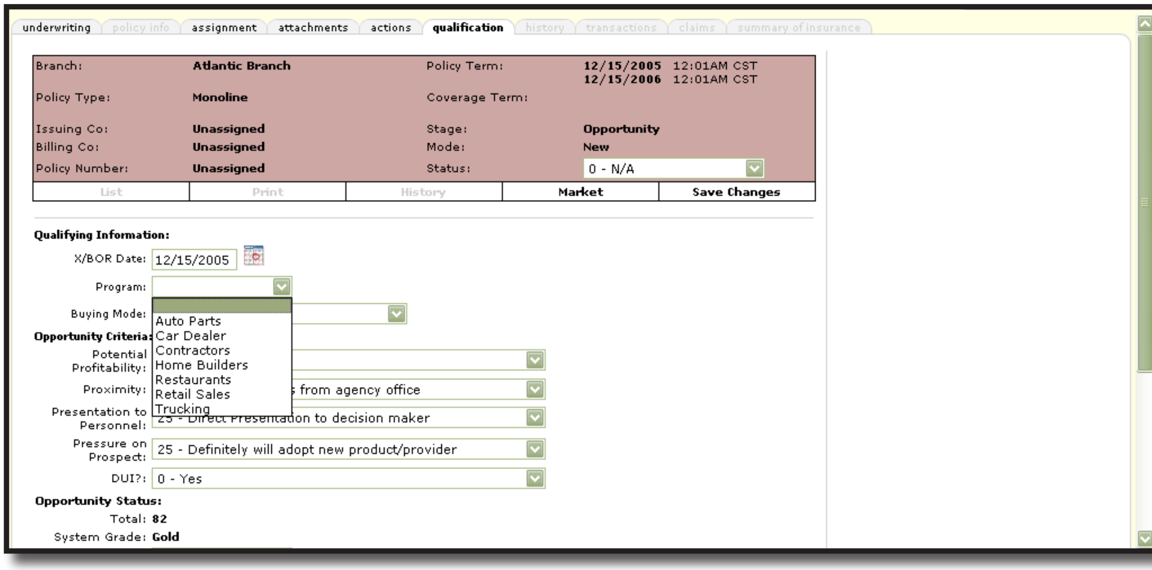



EARCH | ORGANIZATION | REPORTS
Bookmarks: Expand | Add | Remove Selected
https://nexweb16.nexsure.com - Contact Roles - Micros...
contacts
Details
Contact Roles.
nexsure
Contact Role: My Contact
Description:
Close Save
[Order] [Add New]
Date Created
Remove
4/29/2004
11/12/2002
11/12/2002
3/22/2004
contacts
Done
Internet

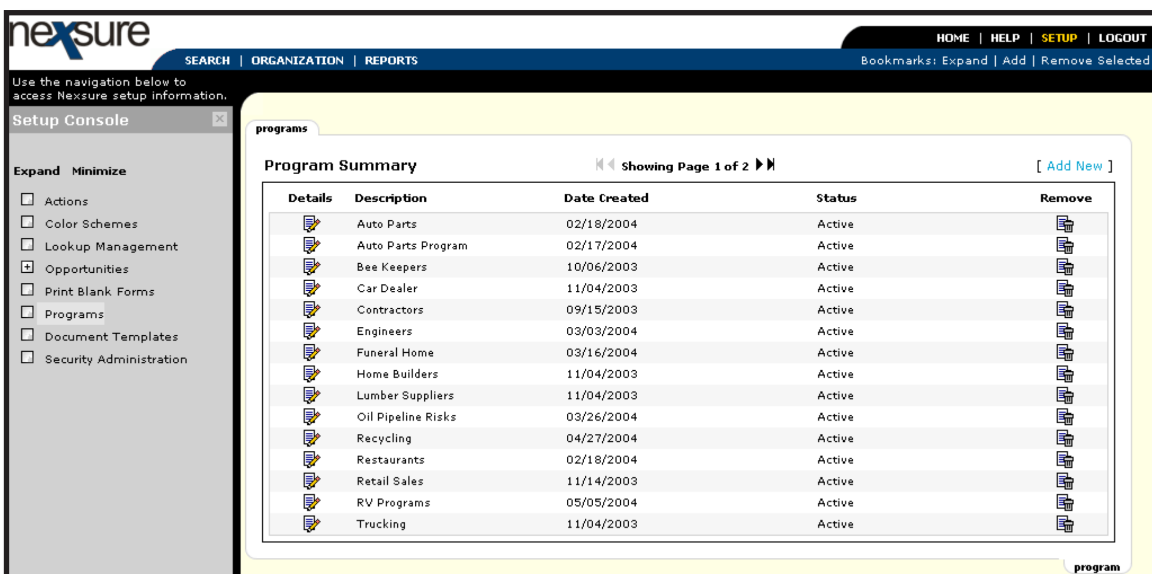
Notes

Adding Programs

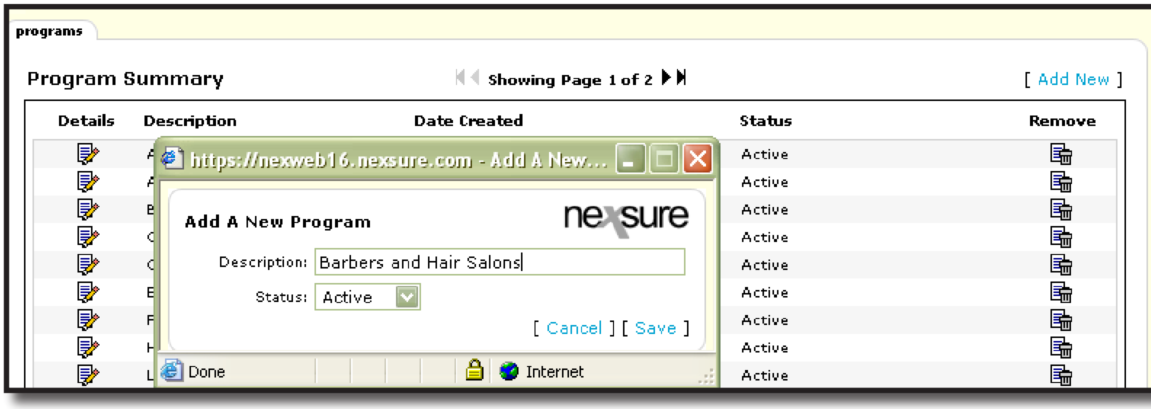
Programs are used to identify if an opportunity is for Program business. Programs are located on the Opportunities Qualification tab. The drop-down box for these programs are populated by each Organization and then associated with each Branch in the Organization as needed.



Modifying the Programs is done in Setup and selecting the Programs link on the Setup Console will show the Current Programs. No default Programs are added to any Organizations. To add a new program, click on the Add New link on the upper right side of the screen.

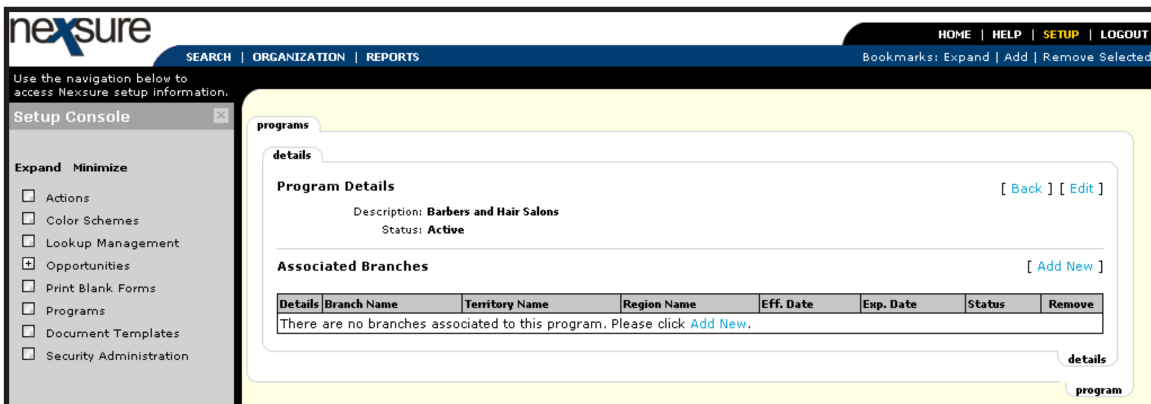


Enter the description of the Program or Program name and leave the Status as Active. Click the Save link on the bottom right to add the new program or the Cancel link to abort.

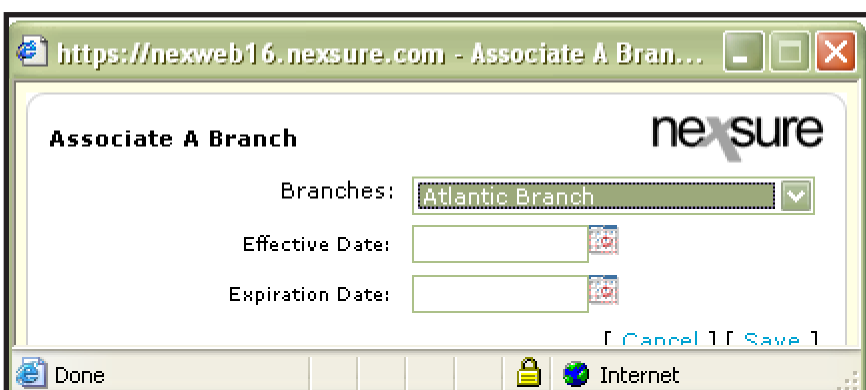


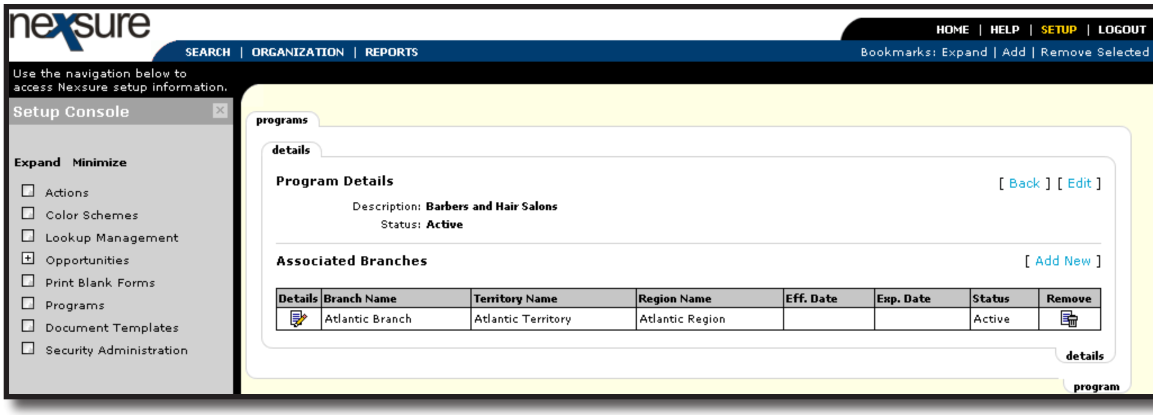
Click the **Details** icon for the newly added Program to associate with the Branches.

Click the Add New link on the right side of the Associated Branches screen to choose a Branch to associate with the new program.

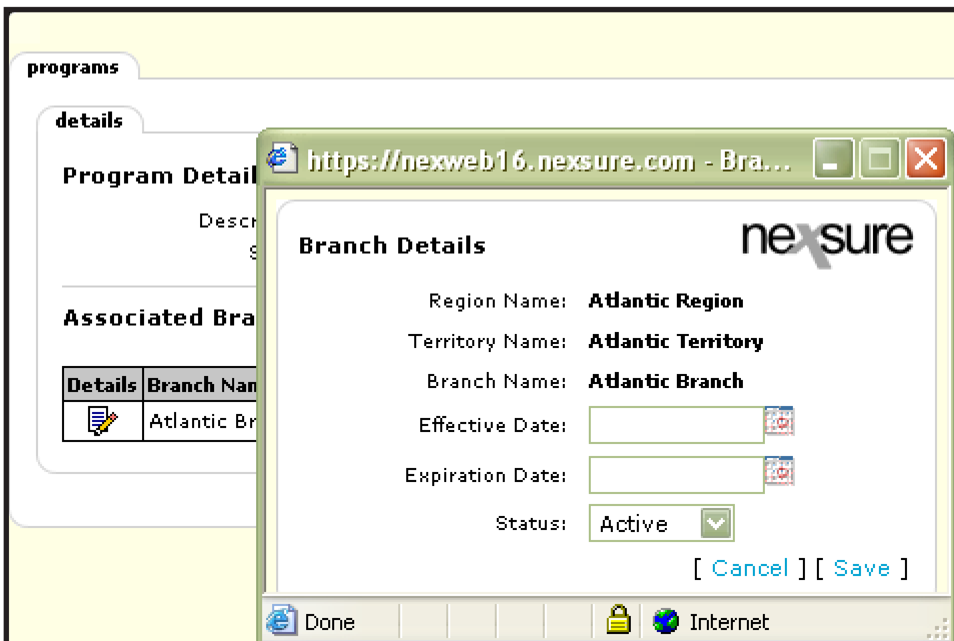


The Effective and Expiration dates are to be used to identify the Program time frame.

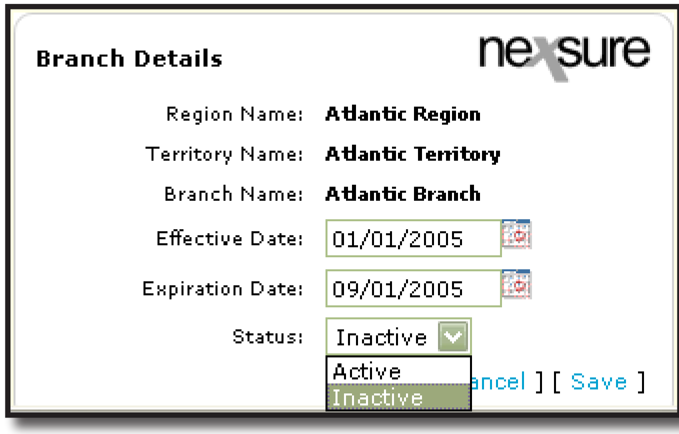




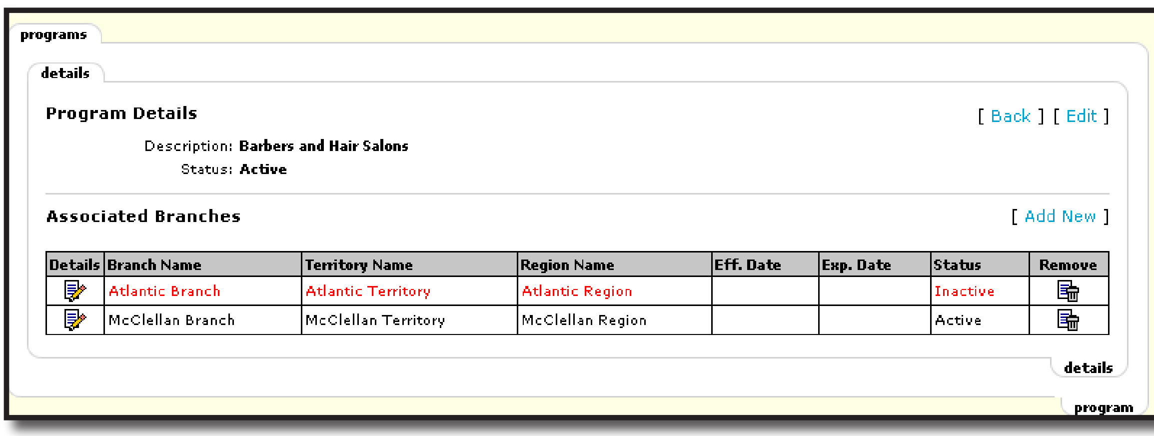
To inactivate a program, click the **Details** icon on the Branch association to display the Branch details.



Change the status drop-down box to Inactive and click the **Save** link located at the bottom right of the window.



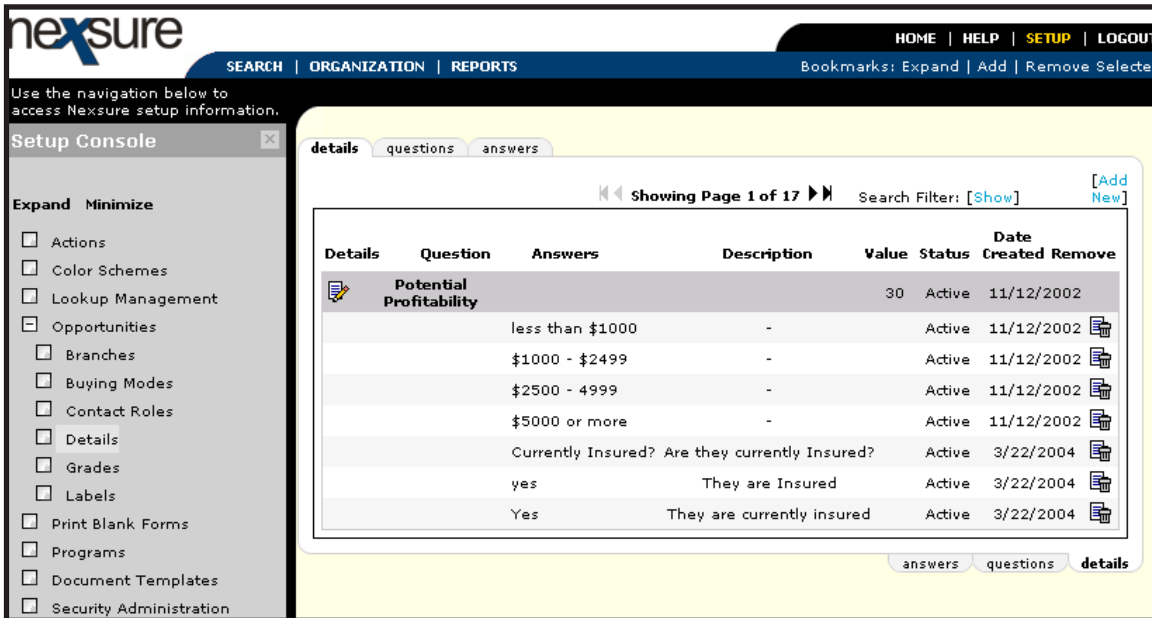
The program may be inactivated by branch. The red font indicates a program that has been inactivated.



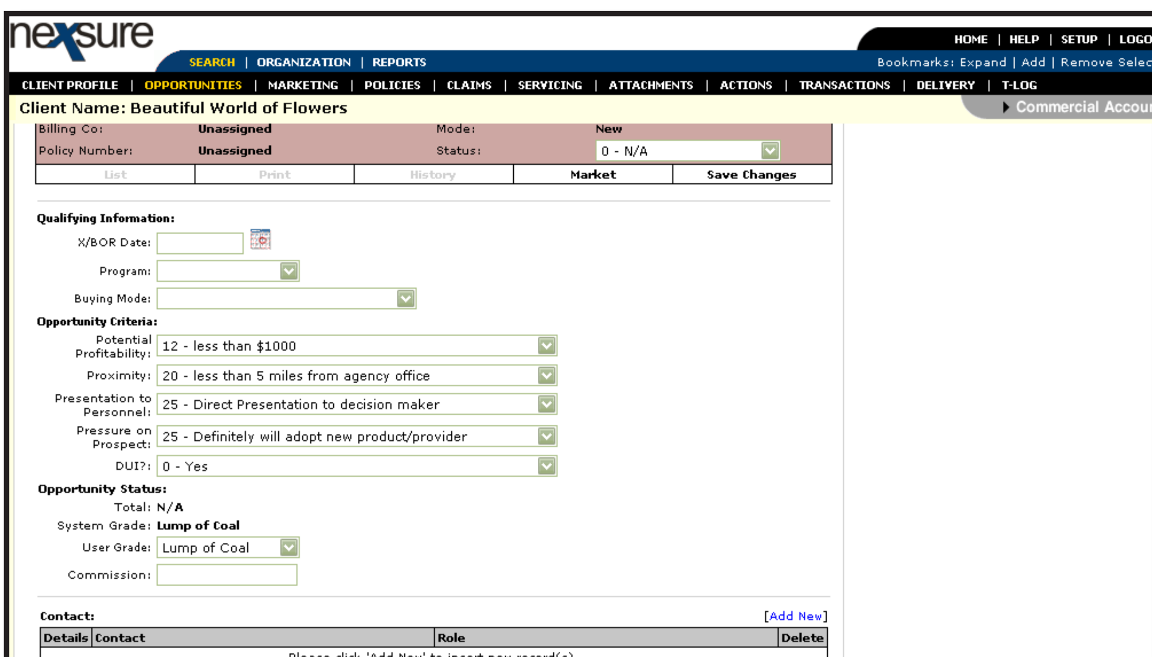
Notes

Adding Questions and Answers (Details)

The Questions and Answers for the opportunities are added under the Details link located under the Opportunities link on the setup console in Setup.



The questions and answers are used on the **opportunities qualification** tab to determine the qualification score of the opportunity at Client level.



Questions and Answers can be different for Each Branch in the Organization. Before adding to Nexsure use the Worksheets provided here to determine the questions and answers and the values. Default Questions and Answers added to each Organization that may be used if desired. The defaults are listed below. Notice that the total Maximum value for all the questions equals 100. Keeping the total of all questions to 100 makes it easier to determine scoring for the System Grades.

Default Questions and Answers:

Question 1:	Max. Value Assigned
Potential Profitability	30
Answer:	**Value Assigned to Answer:**
1. Less than $1000	5
2. $1000 - $2499	10
3. $2500 - 4999	20
4. $5000 or more	30

Question 2:	Max. Value Assigned
Proximity	20
Answer:	**Value Assigned to Answer:**
1. More than 100 miles from agency office	0
2. 26 – 100 miles from agency office	10
3. 5 – 25 miles from agency office	15
4. Less than 5 miles from agency office	20

Question 3:	Max. Value Assigned
Presentation To Personnel	25
Answer:	**Value Assigned to Answer:**
1. Presentation two or more levels from decision maker	0
2. Presentation one level from decision maker	10
3. Direct Presentation to decision maker	25

Question 4:	Max. Value Assigned
Pressure on Prospect	25
Answer:	**Value Assigned to Answer:**
1. Just taking bids/incumbent entrenched	0
2. Will need compelling value proposition to adopt	10
3. Will adopt based on favorable price/value analysis	20
4. Definitely will adopt new product/provider	25

Use the table below to determine different Questions and Answers as needed.

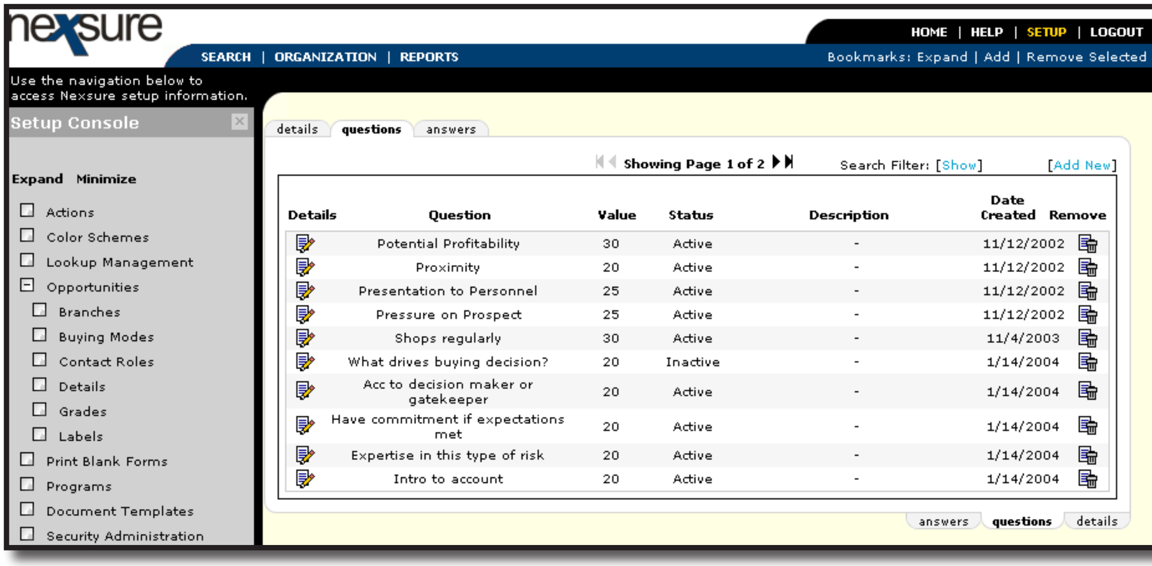
Question:	Max. Value Assigned
Answer:	**Value Assigned to Answer:**
1.	
2.	
3.	
4.	

Question:	Max. Value Assigned
Answer:	**Value Assigned to Answer:**
1.	
2.	
3.	
4.	

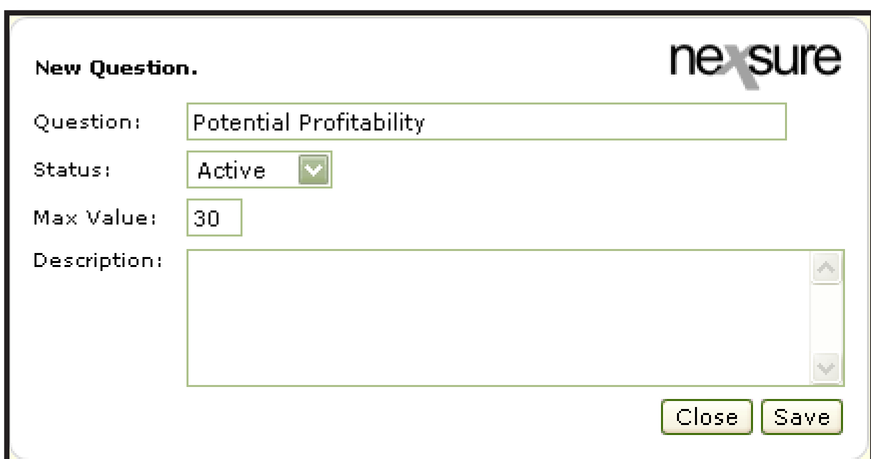
Question:	Max. Value Assigned
Answer:	**Value Assigned to Answer:**
1.	
2.	
3.	
4.	

After determining the Questions, Answers and values, begin adding them to Nexsure by following these steps.

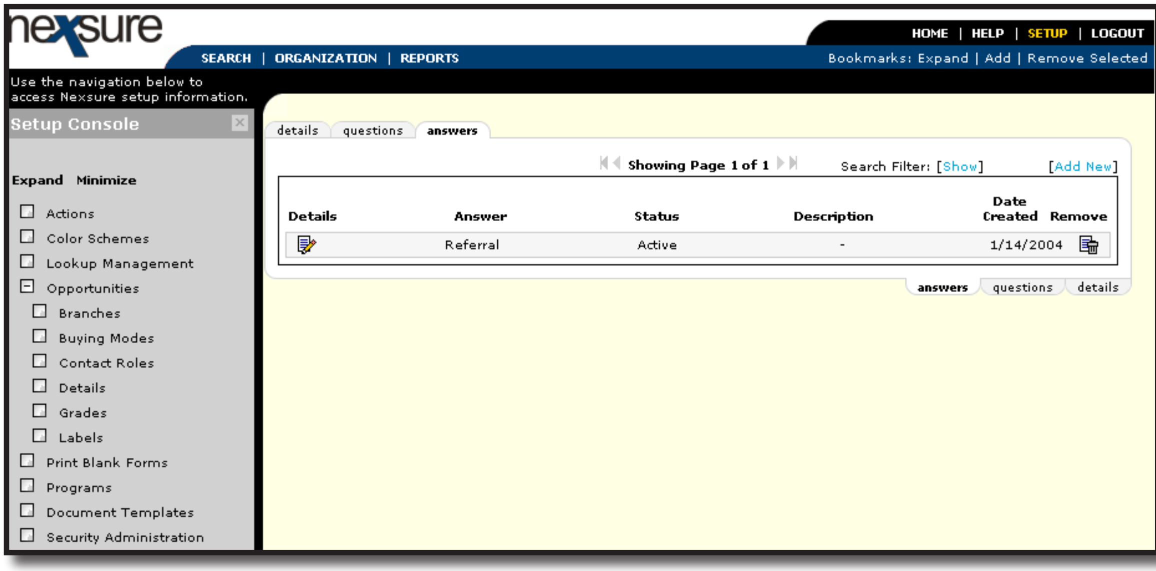
Click the **questions** tab to start with the Questions.



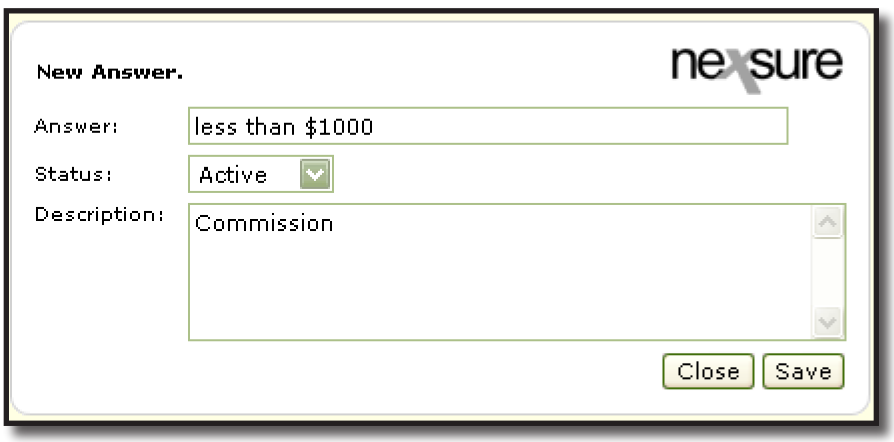
Click the **[Add New]** link located on the upper right of the screen to bring up the New Question pop-up window. Here you should enter the Question, make sure the status is Active, enter a Max Value for the Question and any description that will remind you later what the question means. Click the **Save** button on the bottom right to store or **Close** to abort.



After adding all the questions, click on the Answers tab.

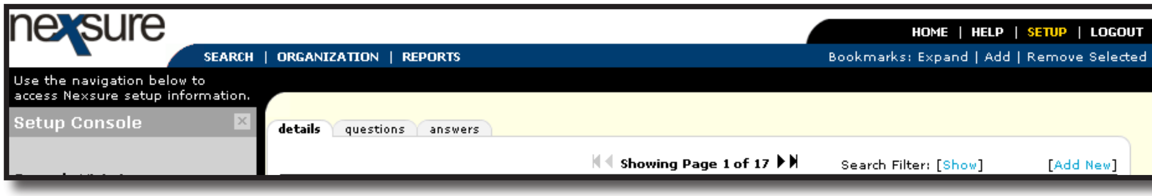


Click the **[Add New]** link located on the upper right of the screen to bring up the New Answer pop-up window. Here you should enter the Answer, make sure the status is Active and any description that will remind you later what the Answer means. Click the **Save** button on the bottom right to store or **Close** to abort.

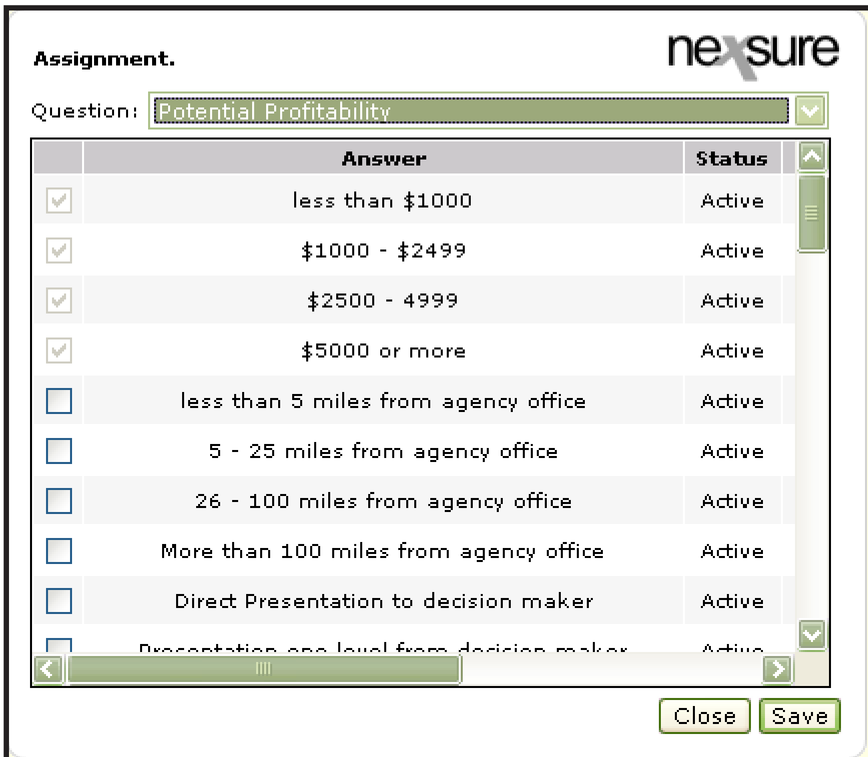


After adding all the Questions and Answers, the next step is to match the answers to the questions by doing the following:

Click the **details** tab and click the **[Add New]** link located on the upper right of the screen to display the Questions/Answers.



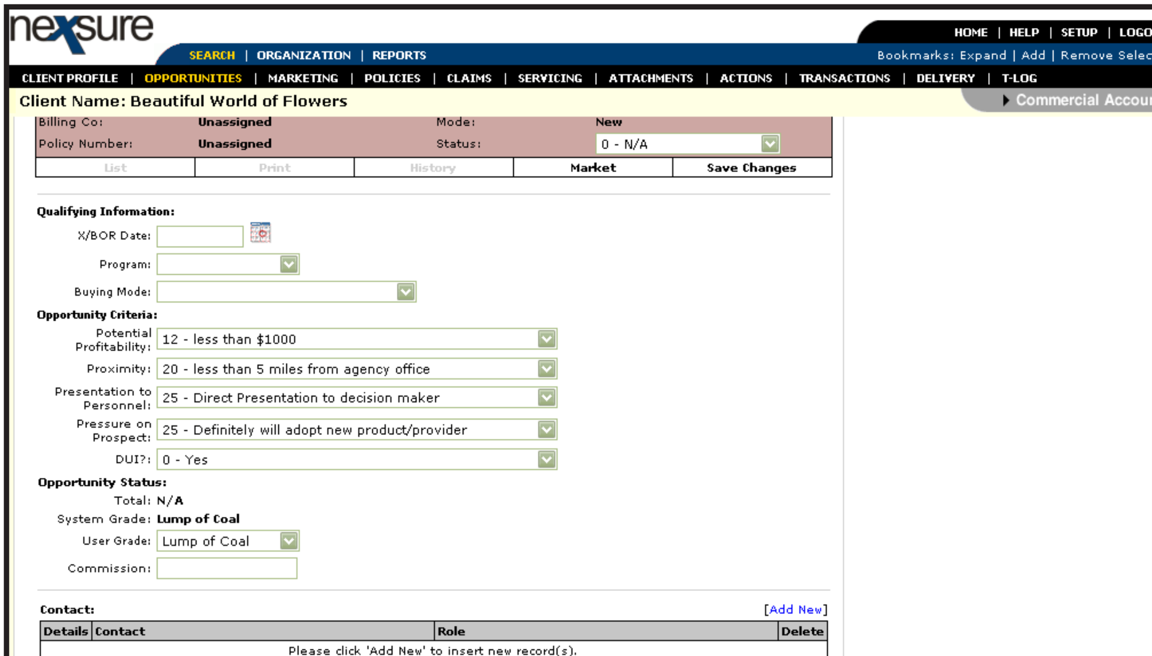
From the Question drop-down box, click on the Question to assign the answers to. Then find the answers in the list and click the check boxes for all that apply to the question. Click the **Save** button to store or the **Close** button to abort.



Notes

Determining and Adding Grades

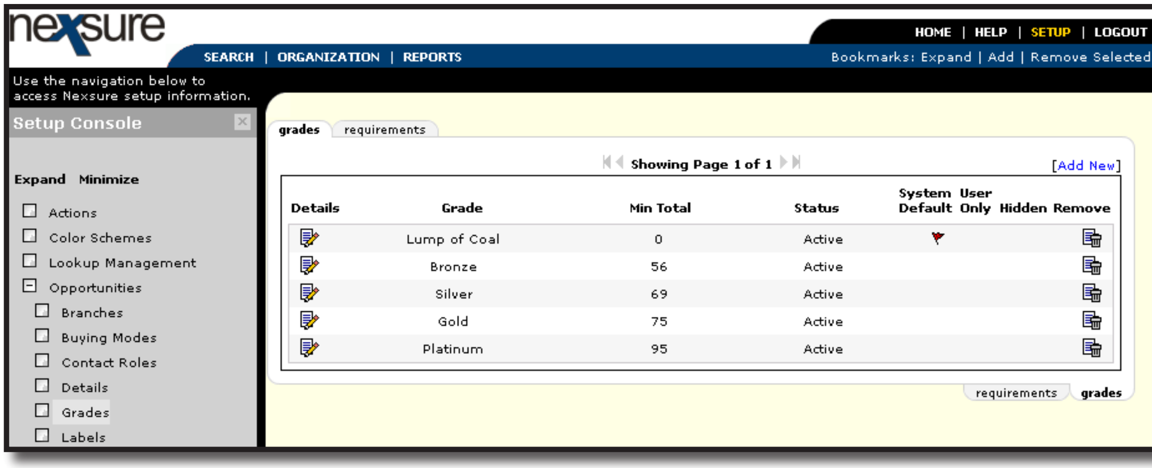
Grades are used to score all the answers to the questions to indicate when or if the line of business may be ready to market with your carriers. As the questions are answered at Client Opportunities level the score indicates the results and the system grade is displayed according to what was placed in setup.



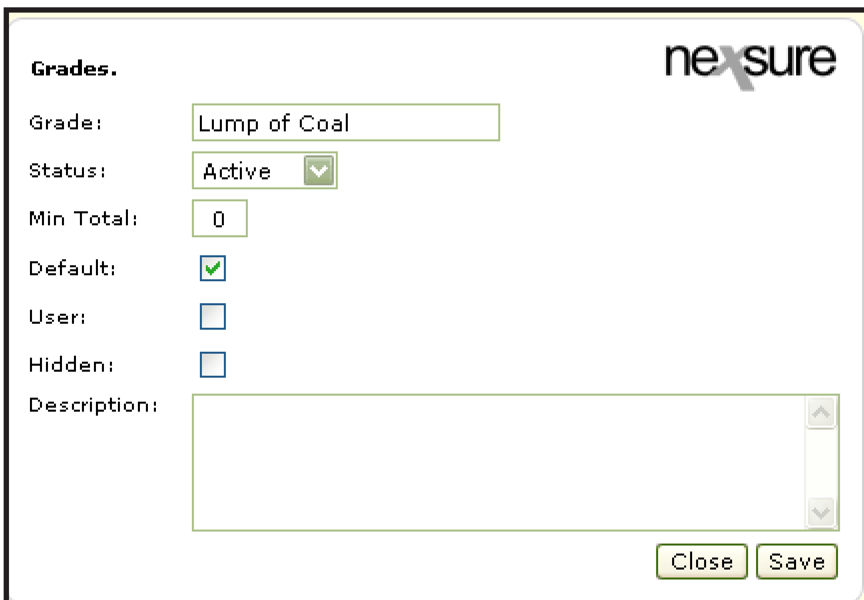
The following System Grades are the defaults added when the Organization is built.

Grade	Min. Total	Status	System Default	User Only	Hidden
Lump of Coal	0	Active	X		
Bronze	56	Active			
Silver	69	Active			
Gold	82	Active			
Platinum	95	Active			

To modify these, begin by clicking the **SETUP** link on the **Utility** menu and clicking opportunities and Grades on the Setup Console to display the current grades. Once you have used these grades, change the status of those no longer necessary to inactive by clicking the **Details** icon. To remove a grade that was never used, click the Remove link. You may also modify these Grades by clicking the **Details** icon. To add a new Grade, click the Add New link on the upper right of the screen.



After clicking the **Details** icon to modify or the **[Add New]** link to add a new grade, the Grades window is displayed. Enter or modify the Grade, make sure the status is Active if this grade is to be used. The Min Total is the minimum score that is required for the system grade to be displayed on the **client opportunities qualification** tab.



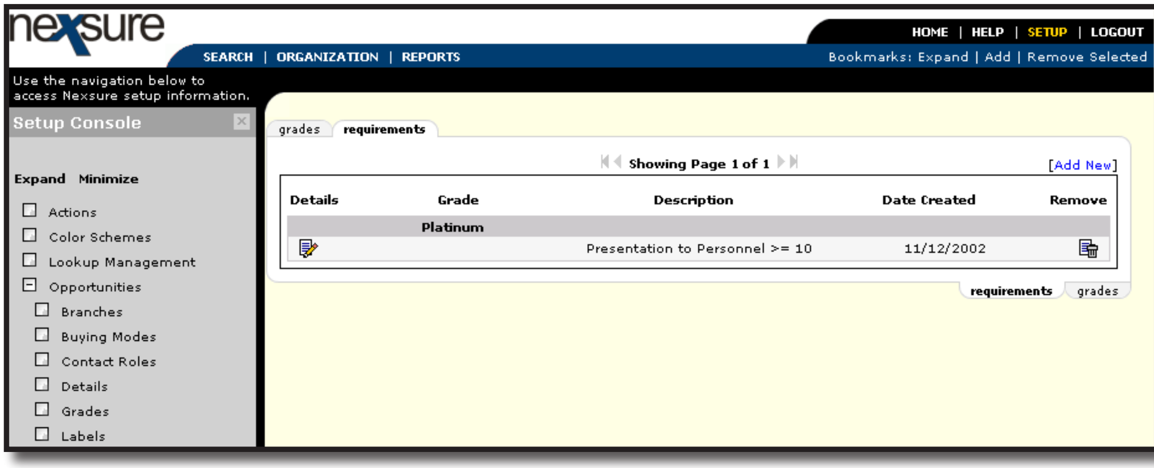
Only one Grade should be identified as the Default. The Grade identified as the Default will display immediately after adding a new opportunity. All Grades are automatically added to the User Grade list, so if User is selected then the Grade only displays to the User Grade list. Selecting Hidden will prevent the Grade from being displayed in the User Grade list. Make sure to enter any description that will identify why or how the grade should work.

Note: One Grade must be marked as the default.

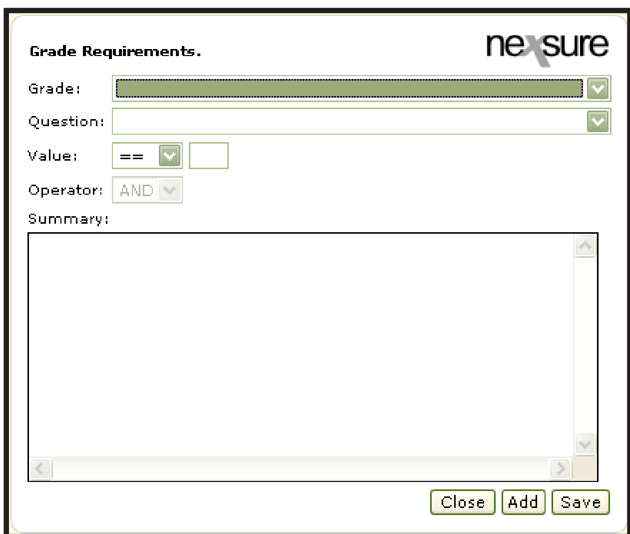
HOW to Add Requirements for Grades

To control the System Grade results on a basis other than values, click on the **requirements** tab to add a requirement. Requirements allow the setting of a condition that a specific answer or answers must meet in order for it to qualify for a certain grade.

For example: Let's say that for some reason, you do not prefer to market business that has a potential profitability of less than $1000. You can make a requirement that if the Point Value of the Potential Profitability answer is the same as the value for the Less than $1000 answer, then the system grade will default to Bronze automatically.



To add a new Requirement, click the **[Add New]** link in the upper right of the screen. The Grade Requirements window is displayed. Choose the Grade and the Question from the drop-down boxes.

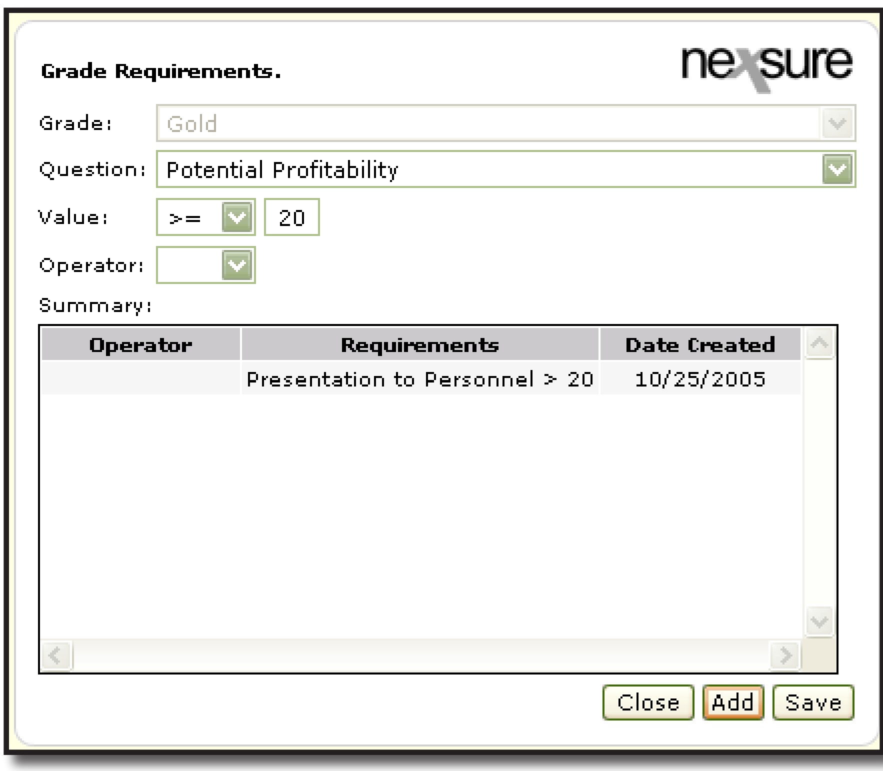


Select the condition operator from the value box.

The meanings of the operators are:

- (=) Equal to
- (>) Greater than
- (<) Less than
- (>=) Greater than or equal to
- (<=) Less than or equal to

Enter the point value to be assigned to the condition and click the Add button to add more to this question or click the Save button to add just one. When the last question has been added, click the Save button to complete the requirements for the selected grade. In the example below, the opportunity score on this question would have to be greater than or equal to 20 to display as Gold for the System Grade.



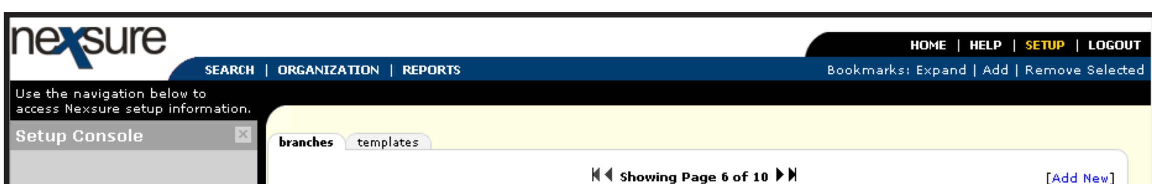
Notes

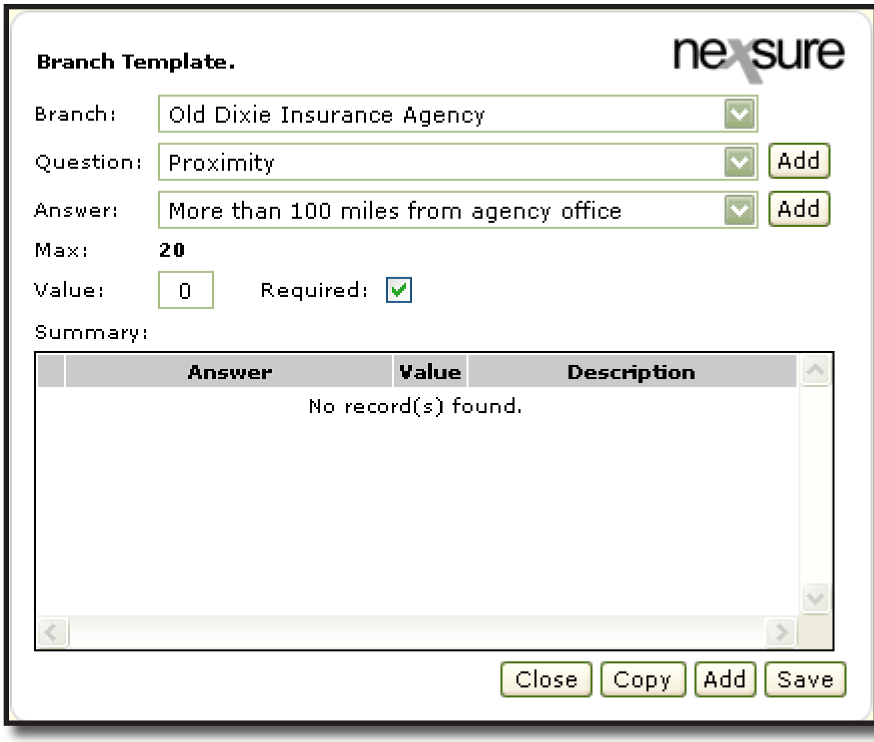
Adding Opportunities Questions and Answers to the Branches

In order to use the Opportunities added, they must be associated to the applicable branches. Use the following to associate the questions and answers with values to the branches:

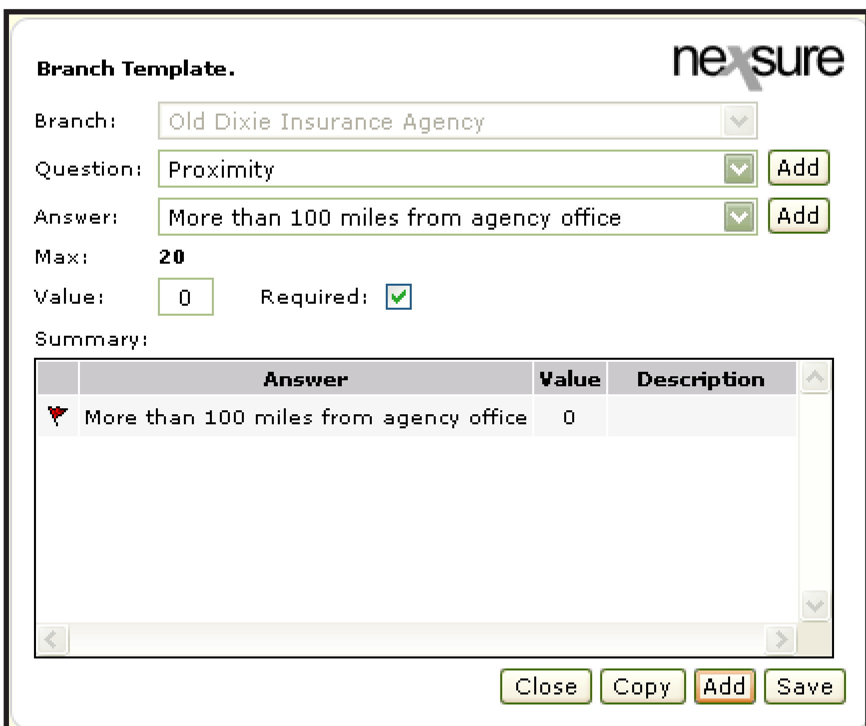
Click the **Branches** link under Opportunities on the Setup Console.

Click the **[Add New]** link located on the upper right of the screen to bring up the Branch Template window. Select a Branch from the drop-down box, then one of the Questions and Answers added in Details. Enter the Value for the answer selected and make sure to leave the Required box checked in order to consider the question as part of the scoring.



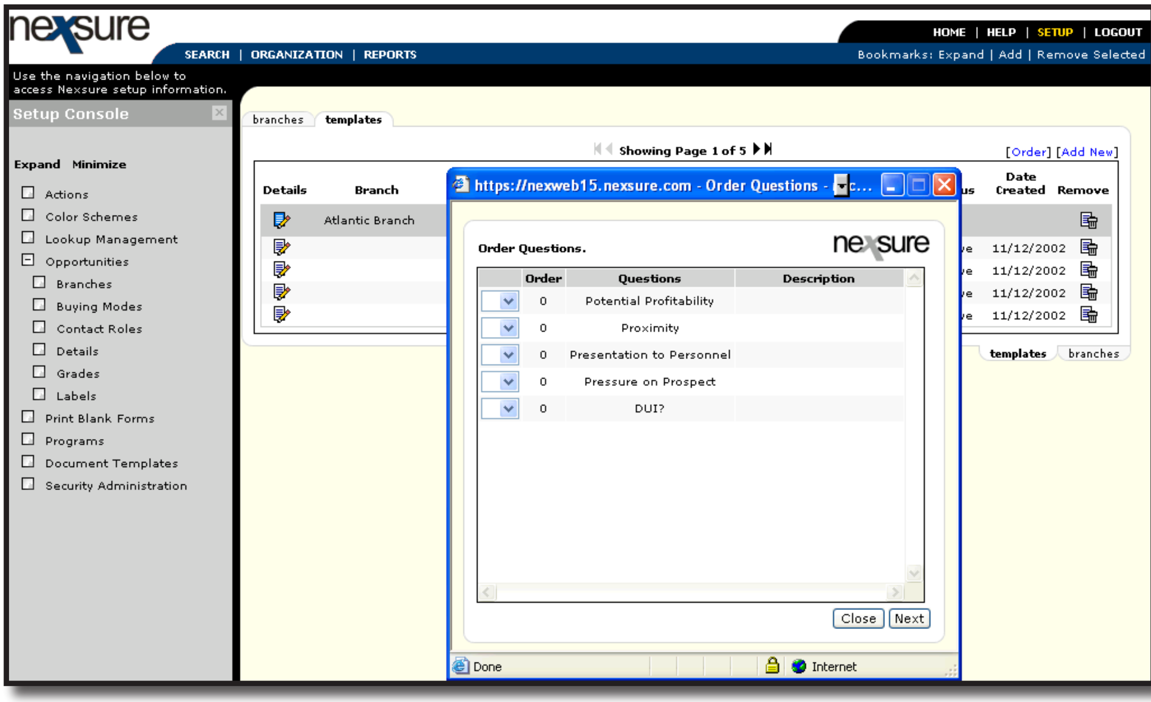


At the bottom of the screen, click the **Add** button to add the answer to the summary box.

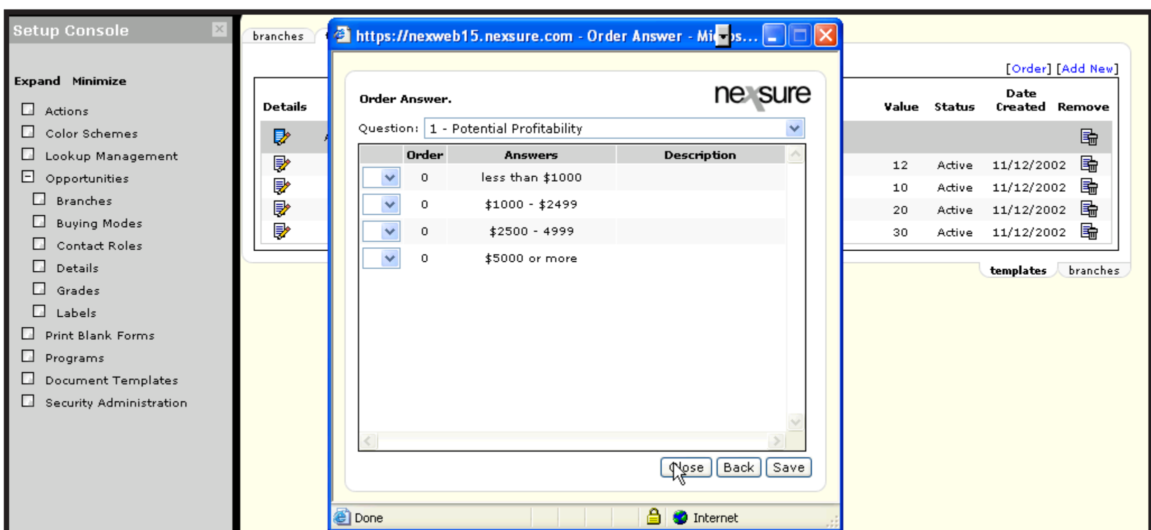


Continue this process until all questions and answers have been added to this branch. Click the **Save** link when the process is complete.

After adding the questions and answers to the branch, the questions may be re-ordered by clicking the **[Order]** link. Use the drop-down box to select the order number that the question should appear as, but make sure all drop-down boxes have an assigned number.



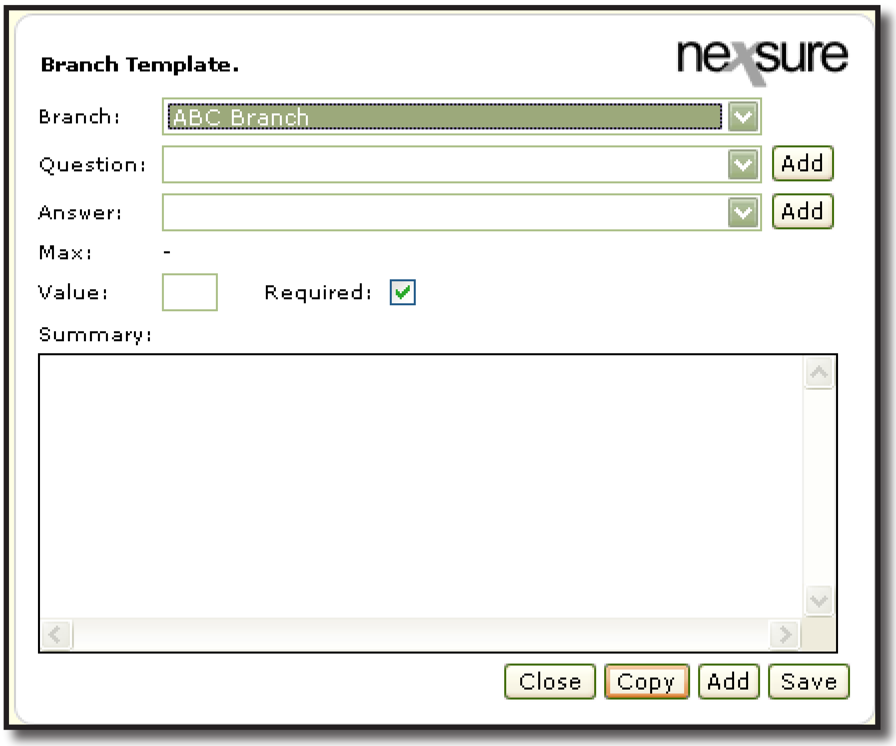
Click the **Next** button at the bottom of the screen to store and continue to the next step, which is re-ordering the question answers. Use the **Question** drop-down box at the top to choose a question and then use the drop-down boxes to select the new numbers for the answers. Click the **Save** button to keep the changes, then select the next question and do the same until all have been re-numbered. Click the **Close** button when completed.



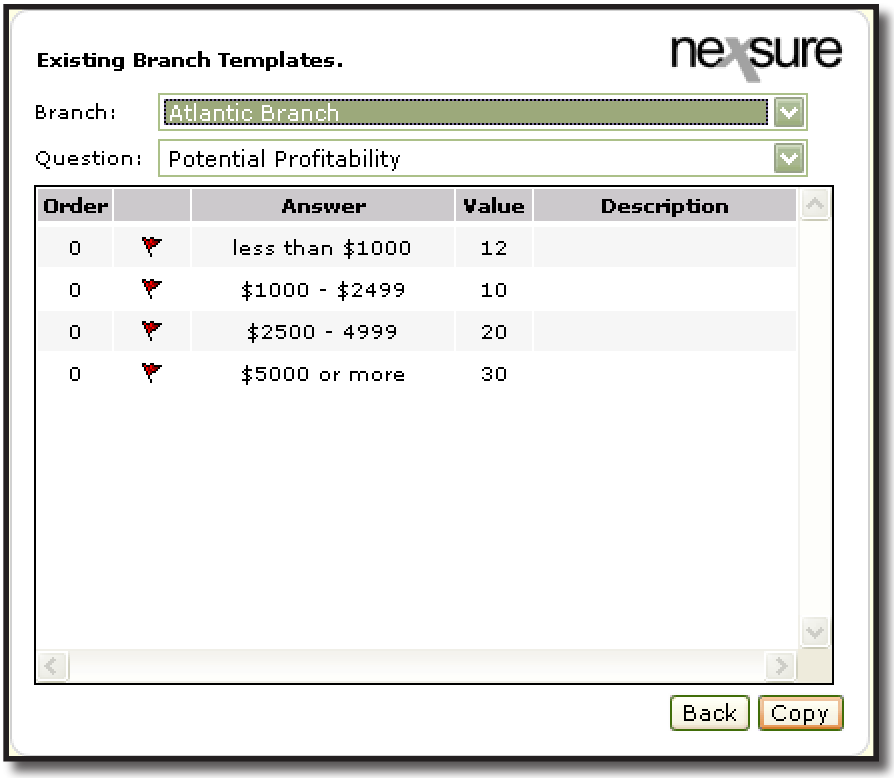
HOW to Copy Opportunities from a Branch Previously Setup to Another

If Branches will have the same Questions and Answers, it is possible to copy from a Branch previously setup to one that has not been setup by doing the following:

Access the **branches** tab as in the steps above and click the Add New link located on the upper right side of the screen. Choose the branch that needs to be setup, click the **Copy** button at the bottom of the pop-up window screen.



From the **Branch** drop-down box on the Existing Branch Templates window, select the Branch to copy the opportunities setup from. Click the **Copy** button at the bottom right of the window to complete the process.



Notes