Chapter 4

Opportunities

IN THIS CHAPTER

- Opportunities in Nexsure
- Adding Opportunities
- Managing Opportunities

Opportunities in Nexsure

After creating a suspect, an **Opportunity** may be produced. The **Opportunity** section is a unique area of Nexsure that allows the pre-qualification of a suspect. The **Opportunities** screen displays prospective sales data. Separate opportunities may be set up for each line of business or package policy. System defaults are provided in Nexsure and can be customized.

WHY Create an Opportunity

Opportunities are considered pre-marketing, giving the agency the “opportunity” to build a relationship or qualify an entity based on a grade generated by answering a series of questions relating to that entity.

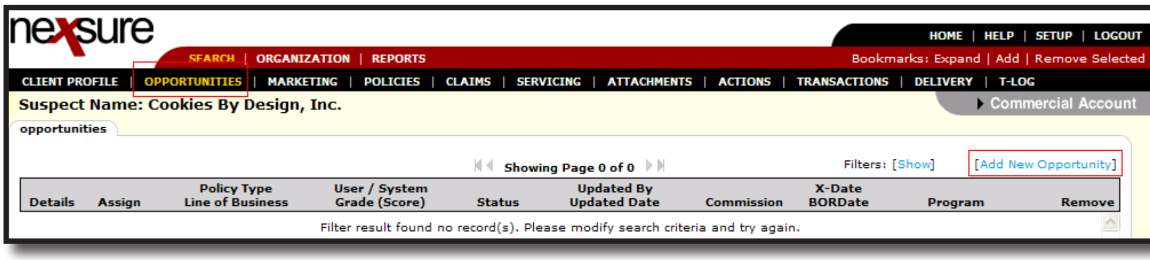
Opportunities are not a required step, so not all suspects need to go through this step. Opportunities are a way to track potential business by using this area of Nexsure to build a relationship or qualify the exposure so a marketing application can be done and of course the last step, the in force policy.

Note: Opportunities are not limited to suspects only and can be added to a prospect or existing client.

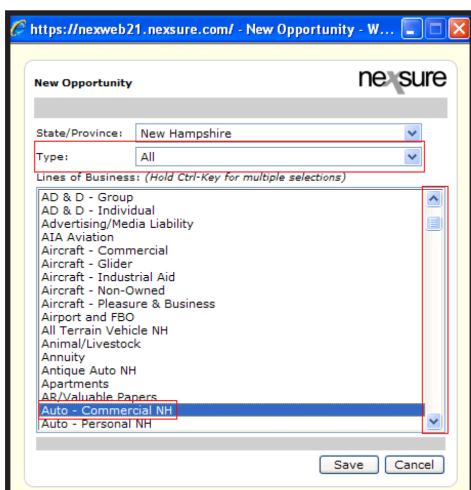
Adding Opportunities

HOW to Add an Opportunity

- Access the appropriate suspect through **SEARCH**.
- Click the **OPPORTUNITIES** link on the **Client** menu.
- Click the **[Add New Opportunity]** link.



- The **New Opportunity** pop-up box is displayed.
- The **State** drop-down box should default to the **State** selected for the suspect. If the **State** drop-down box shows **All**, click the drop-down to select the appropriate state. The **State** determines what forms will be displayed for the Lines of Business.
- The **Type** drop-down box will display **All**. To narrow the **Lines of Business** displayed, select the appropriate **Type** from the drop-down box
- Using the scroll bar, scroll through the **Lines of Business** displayed, click on the **Line of Business** the opportunity is being created for.



Note: To select multiple Lines of Business, hold down the Control key (Ctrl) while clicking multiple Lines of Business to be included in the opportunity.

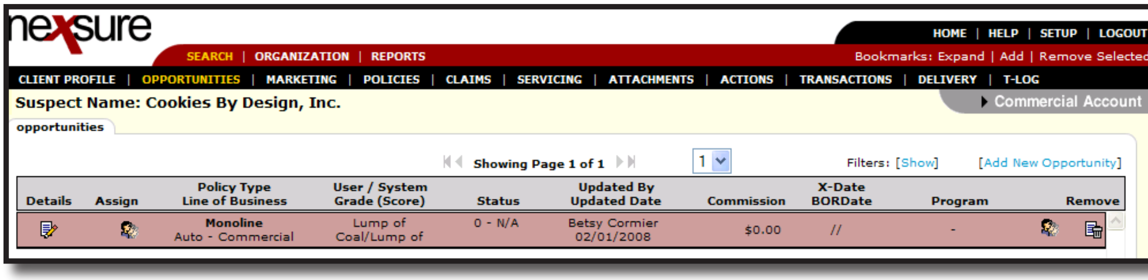
- Click **Save** to save the opportunity. Click **Cancel** to abort.

- The **Opportunity Summary** screen will be displayed.

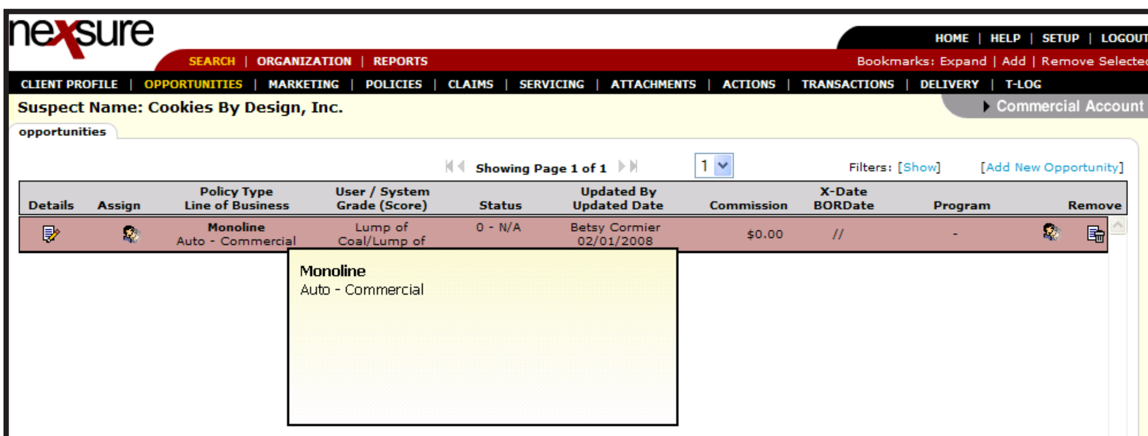
HOW to Use the Opportunity Summary Screen

Unlimited opportunities may be added for an entity, they will be displayed when clicking the **OPPORTUNITIES** link on the **Client** menu. The summary view will give you pertinent information for each opportunity that has been created.

Note: Opportunities are always displayed in a salmon color.



- Clicking the **Details** icon will display the **OPPORTUNITIES > qualification** tab with Grading Criteria for the Opportunity.
- Clicking the **Assign** icon will display the Assignment List pop-up window with the list of people in the agency assigned to this Entity.
- Holding the cursor over the **Policy Type/Line of Business**, the **User/System Grade (Score)** or the **Status** will display the information in a larger font for ease of reading. Clicking those items in the summary view will open a display box containing the selected information.



- The **Updated By** and **Updated Date** detail the person that updated the Opportunity along with the date it was updated.
- The **Commission** displays the commission amount the agency estimates they may receive if coverage is written.
- The **X-Date BOR Date** will display either the Current Policy Expiration Date or the Broker of

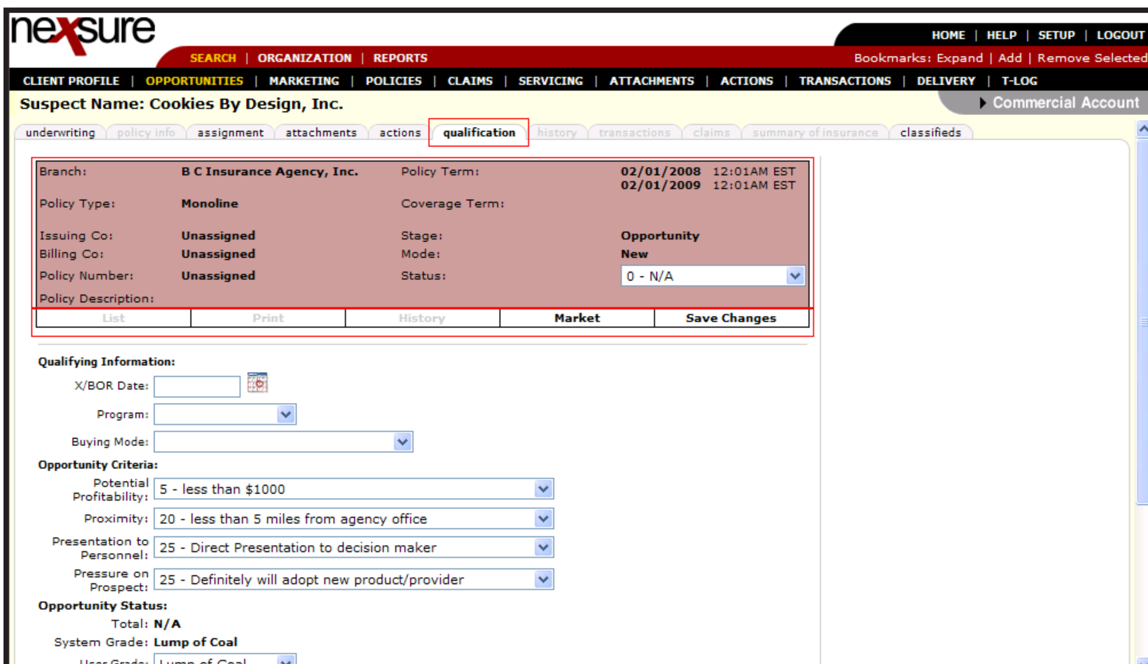
Record Date.

- The **Program** will display any program the opportunity may be qualifying for.
- The **Contacts** icon on the far right, will display any contacts that have been added to the opportunity.
- The **Remove** icon will allow this opportunity to be deleted. If the **Remove** icon is not available, see the Nexsure point person within the agency for assistance.

Note: As an opportunity is modified and saved, the information in the Opportunity Summary view will update as well.

HOW to Grade an Opportunity

- Click the **Details** icon of the opportunity.
- The **OPPORTUNITIES > qualification** tab, with the Grading Criteria for the opportunity, is displayed. The opportunity is displayed with four system default labels that separate the screen into four sections. The system default labels are **Qualifying Information**, **Opportunity Criteria**, **Opportunity Status**, and **Contacts**.



Note: The salmon colored field, and the information contained in it, is the Opportunity Header. The navigation links for the opportunity are located in the navigation toolbar beneath the header.

Section 1 – Qualifying Information

- **X/BOR Date**: Enter the Policy Expiration Date or the Broker of Record Date for the suspect using the **Calendar** icon or key the date in using the correct formatting. This field is mandatory.
- **Program**: Select the program, if any, that this opportunity is being qualified for from the drop-down box. Program availability is linked to Branches. If a program is not listed in the drop-down box, contact the Nexsure point person in your agency to have it added.
- **Buying Mode**: Select the appropriate buying mode from the drop-down box. The Buying Mode is an indication of the buying attitude of the suspect.

Section 2 – Opportunity Criteria

Use the drop-down boxes to select the appropriate answers for the following questions:

- **Potential Profitability**
- **Proximity**
- **Presentation to Personnel**
- **Pressure on Prospect**

Note: As answers are selected for each question in the Opportunity Criteria section, the Total and System Grade in the Opportunity Status section automatically calculates the appropriate total and grade based on the answers selected.

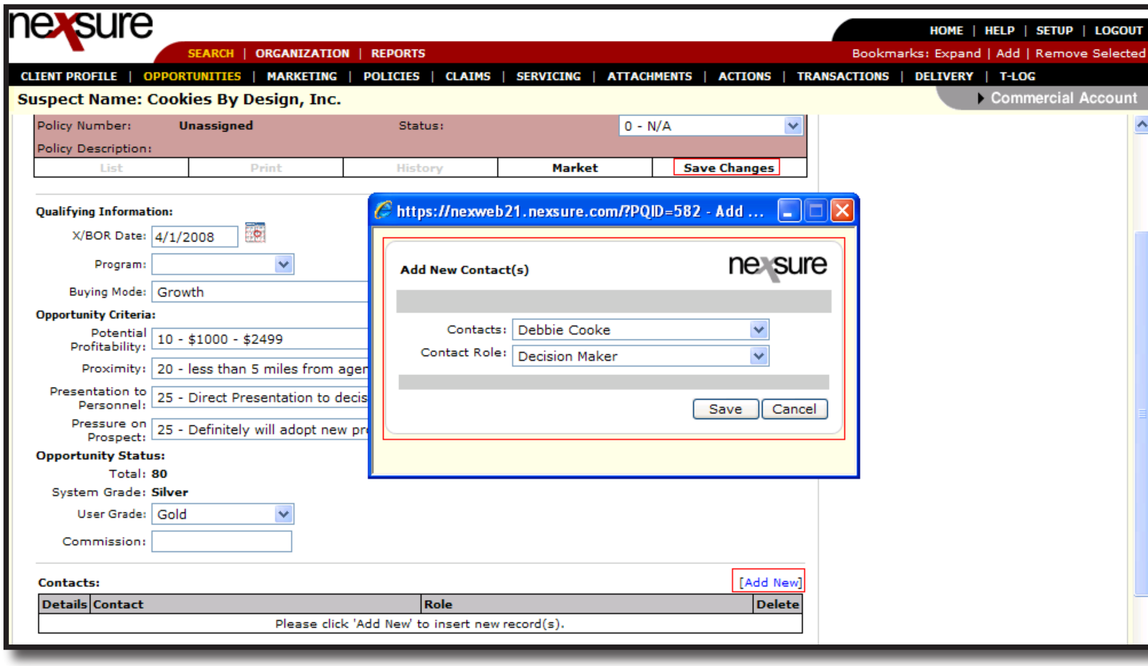
Section 3 – Opportunity Status

- **Total**: The total is automatically calculated based on the answers in the Opportunity Criteria section.
- **System Grade**: The system grade is automatically calculated based on the total score and the answer requirements.
- **User Grade**: The user grade is selected for each opportunity based upon your knowledge of the account and factors that may not be considered in the criteria questions.
- **Commission**: Enter the estimated commission amount for this opportunity.
- Click the **Save Changes** link in the navigation toolbar under the Opportunity header to save the changes before proceeding to **Section 4 – Contacts**.

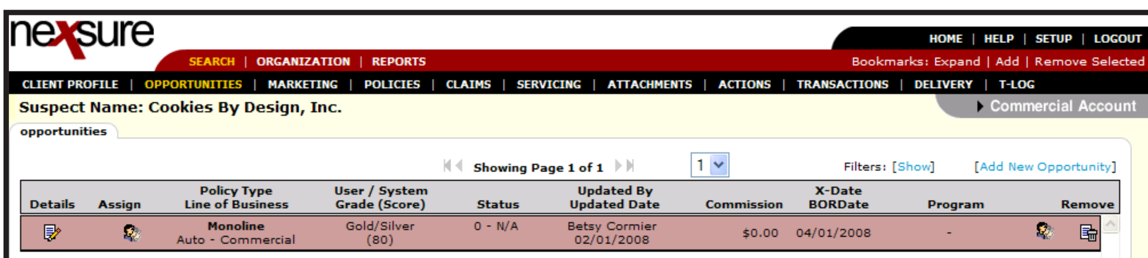
Section 4 - Contacts

- **Contacts**: Contacts that have been added to the **contacts** tab for this entity can be associated with this opportunity and assigned a role in the buying process.
- Click on the **[Add New]** link to associate the Contacts with the opportunity.
- Select the **Contacts** from the drop-down box.
- Select this **Contact Role** for the opportunity.

Note: A maximum of four contacts may be entered for each opportunity.



- Select the **Status** of the opportunity from the drop-down box in the Opportunity header.
- Click the **Save Changes** link in the navigation toolbar under the Opportunity header to save the changes.
- Clicking the **OPPORTUNITIES** link on the **Client** menu will display the saved opportunity in a summary view. The summary view for this opportunity will now display pertinent information for the opportunity that has been created.



Adding, Editing and Removing Assignments

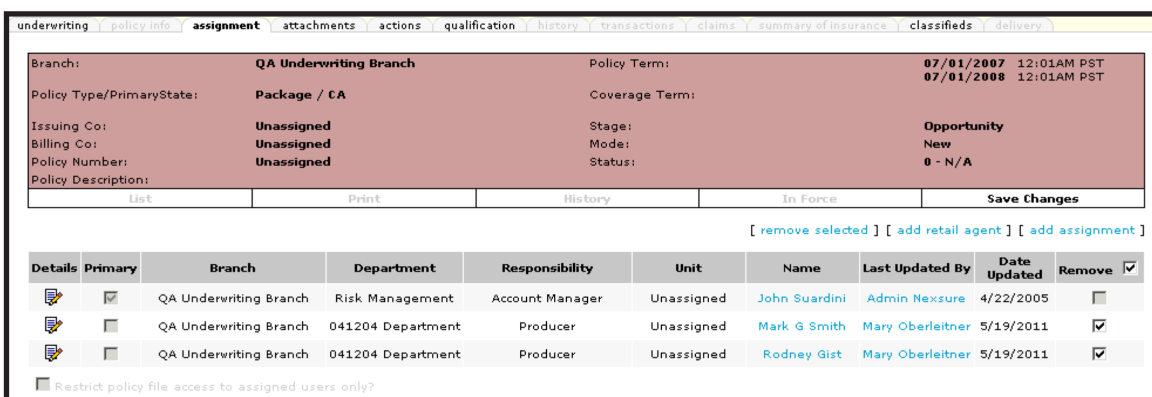
Assignments added on the client **assignments** tab are automatically included on the opportunities **assignment** tab. If the assignments need to be updated, removed or new ones added, click the **assignment** tab on the opportunity detail record.

To add a new assignment, click the **[add assignment]** link. The **Assign Account Management** window will display. Select the following from the drop-down boxes:

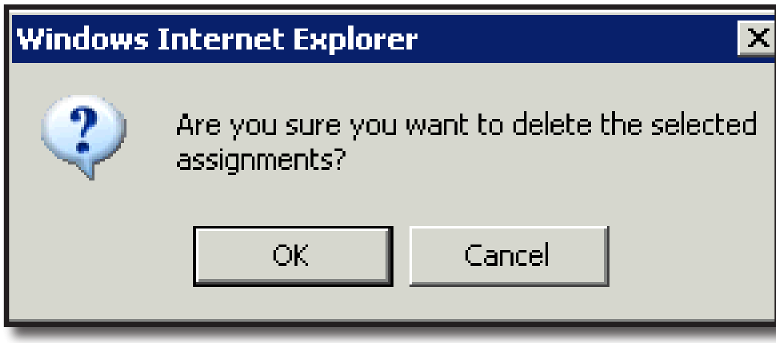
Assign Account Management	Definition
Branch	**Select the appropriate branch. The branch on the assignment identified as the primary will be the branch that populates the form. If the primary branch is changed after the opportunity is added, update the form with the correct branch information.**
Department	**Select a department from the drop-down box. Departments are added by the System Administrator in Setup and only available departments for the selected branch are available.**
Unit	**Select a unit pertaining to the Department, if applicable. Units are not required. Units are added by the System Administrator in Setup and only available if added to the selected department in setup.**
Responsibility	**Select the appropriate responsibility. The responsibility defines the role for the selected name for this record. The Responsibilities appearing in the drop-down box are added by the System Administrator in Setup, Lookup Management.**
Name	**Select the name of the person responsible for this client. The names appearing in the drop-down box are employees that have been added at branch level in Setup by the System Administrator.**
Primary	**Check this box to set this Assignment as the primary responsibility for the account. The branch on the assignment identified as the primary will be the branch that populates the form. If the primary branch is changed after the opportunity is added, make sure to update the form with the correct branch information.**
Save Button	**Click the Save button to save the changes.**
Cancel Button	**Click the Cancel button to abort the change.**

The first assignment entered, when adding a new entity, is designated as the primary assignment and is identified by a check mark in the **Primary** check box on the **assignment** tab. A primary assignment cannot be deleted; to change or delete a primary assignment another assignment will need to be designated as primary. This is done on the **assignment** tab by clicking the details icon of the assignment that should be designated as primary. Place a check in the **Primary** check box to designate the new primary assignment for this record and click the **Save** button. In the **assignment** tab summary view the newly appointed primary assignment will be displayed with a check mark in the **Primary** check box. The old primary assignment will now be displayed with an active check box in the **Remove** column on the right side of the record.

To remove selected assignment(s), click in the check box in the **Remove** column and to remove all except for the primary, place a check in the box to the right of the **Remove** heading label and click the **[remove selected]** link.



On the popup window, click the **OK** button to complete the removal or **Cancel** to abort.



Attachments Tab

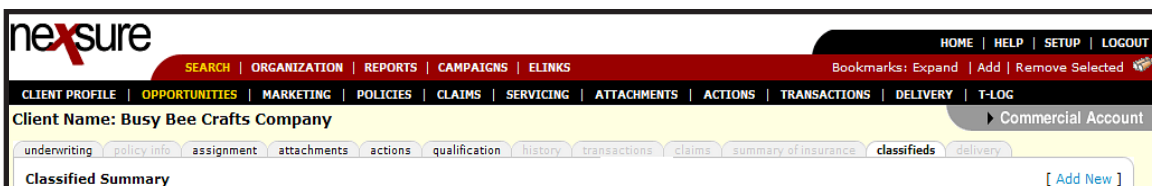
For instructions on adding attachments see the CRM training manual Chapter 17.

Classified Tab

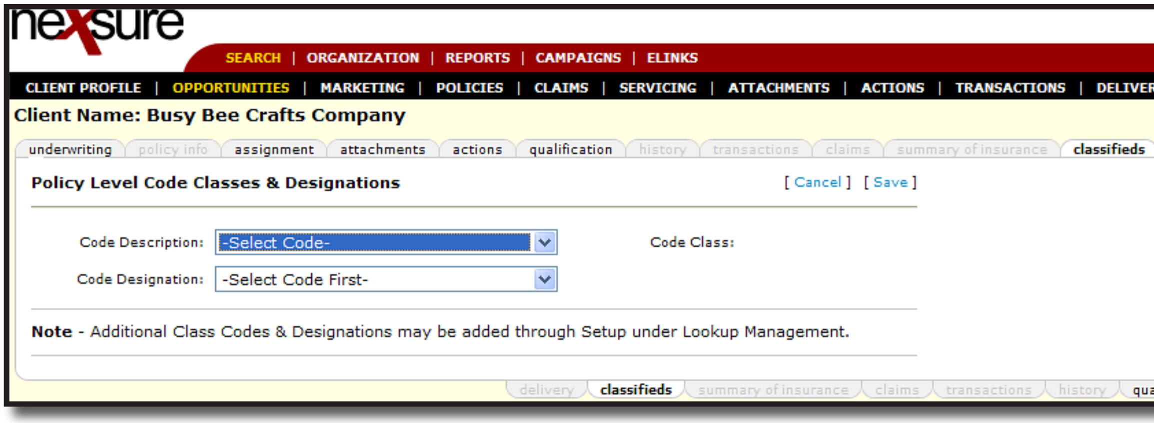
Classified can be used to classify opportunity records. **Class Codes** and **Designations** are added by the System Administrator in Lookup Management found in **SETUP**.

Note: Entering information on the **classified** tab is not required.

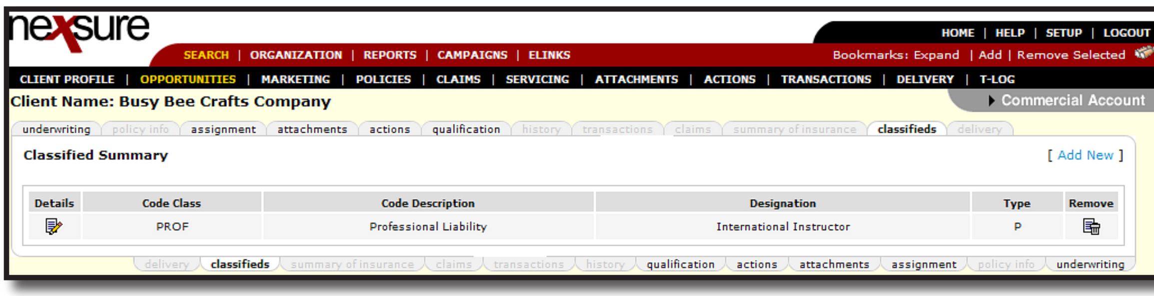
The **classified** tab displays all code classes, descriptions and designations added for this opportunity in a summary view. To add classified information, click the **[add new]** link on the **classified** tab.



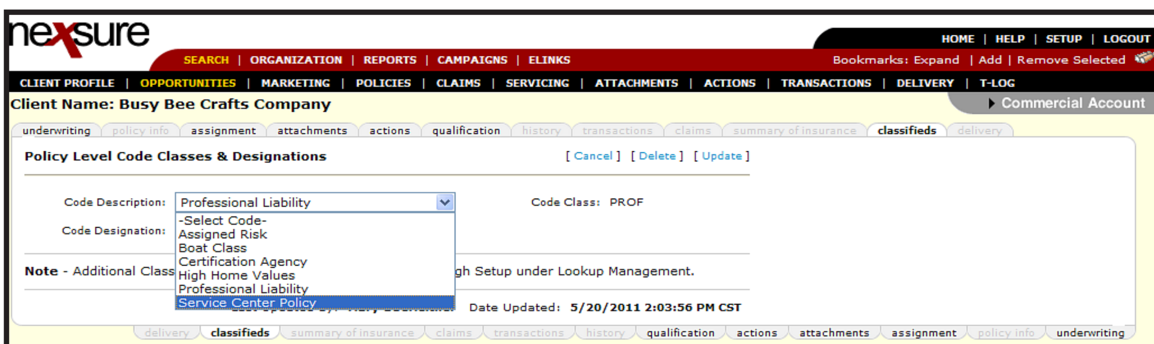
From the **Code Description** drop-down box, make a selection. From the **Code Designation** drop-down box select the appropriate corresponding designation and click the **[Save]** link. Clicking the **[Cancel]** link will abort the process.



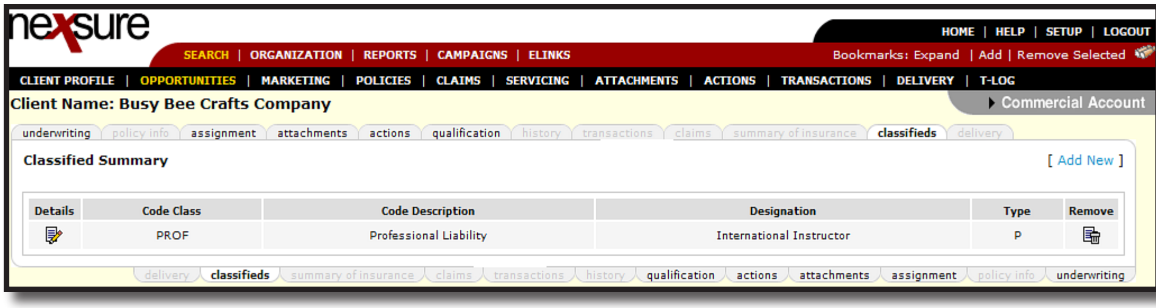
To change the codes, click the **Details** icon.

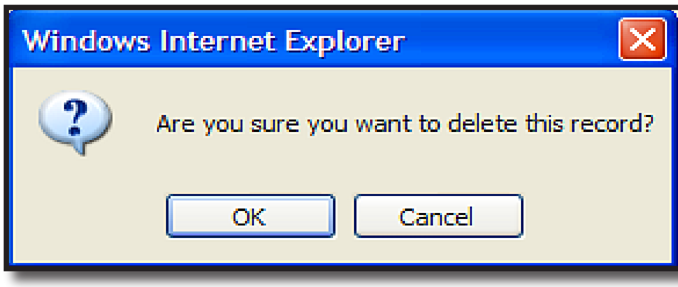


Reselect the codes and click the **[Update]** link.



To remove, click the **Remove** icon on the **classified** tab summary view and confirm removal by clicking the **OK** button on the confirmation popup.





Managing Opportunities

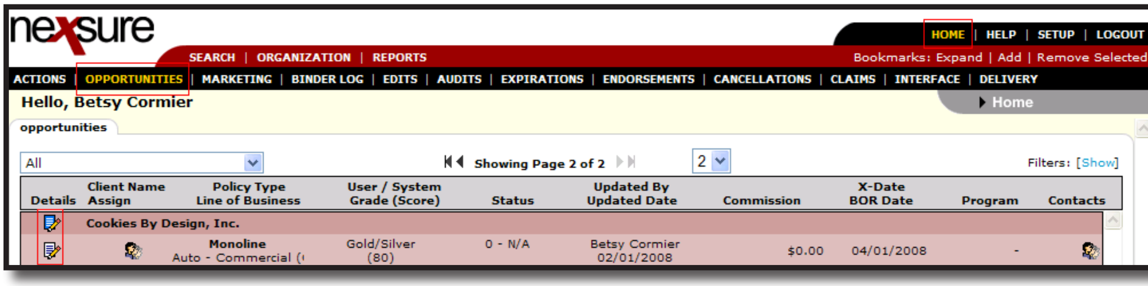
Pending opportunities can be tracked from the **Home** menu, which will display all pending opportunities for the agency. The **Client** menu will display only the opportunities applicable to the client selected.

Note: The defaults configured in the **[Show]** filters option will determine what is displayed in the summary view when clicking the Opportunities link on the Home menu or the Client menu.

HOW to Track Existing Opportunities from the Home Menu

The **Home** menu is accessible by clicking the **HOME** link on the **Utility** menu in the upper right hand corner of the screen. The **Home Actions** screen will be the first screen displayed. To track pending opportunities, click the **OPPORTUNITIES** link on the Home menu. The Home menu is the third menu down.

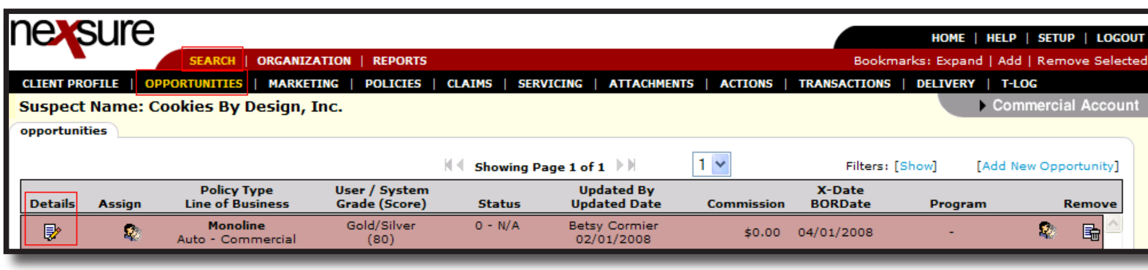
- Clicking the **OPPORTUNITIES** link will display all pending opportunities that fall within the search filter criteria for the agency.



- If the opportunity is not displayed, click the **[Show]** filter, change the search criteria and click the **Search** button to initiate a new search.
- Opportunities displayed on the **Home Opportunities** screen will have two **Details** icons.
  - Clicking the first **Details** icon, with the dark blue border, will display the card file for the client.
  - Clicking the second **Details** icon will display the **OPPORTUNITIES > qualification** tab with the pending opportunity.

HOW to Track Existing Opportunities from the Client Menu

- Access the appropriate client through **SEARCH**.



- Click the **OPPORTUNITIES** link on the **Client** menu. All pending opportunities that fall within the search filter criteria for the client will be displayed in a summary view. Each opportunity will have its own **Details** icon.
- Clicking the **Details** icon will display the **OPPORTUNITIES > qualification** tab with the pending opportunity.

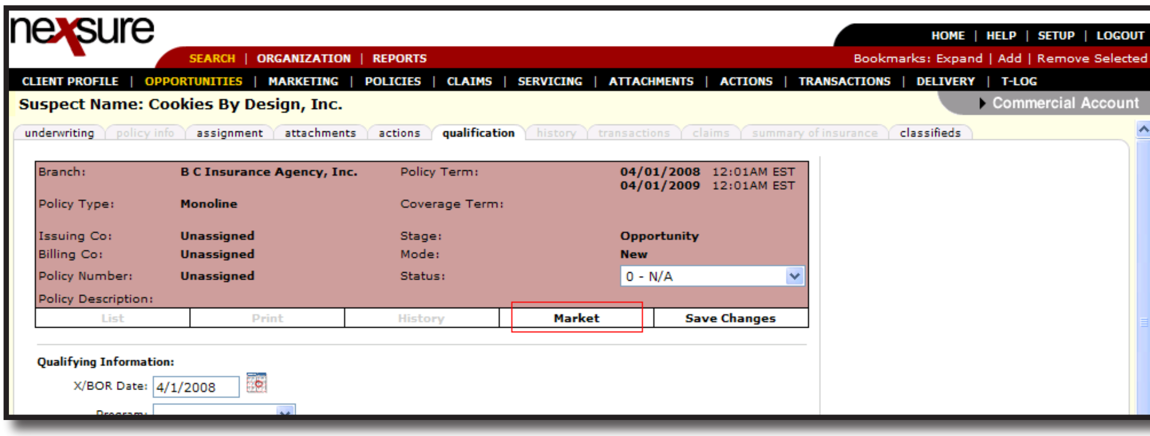
HOW to Send an Opportunity to Market

Existing opportunities can be sent to Marketing, where the agency can complete an application and submit a quote to multiple carriers, if desired. The opportunity can be accessed from the **OPPORTUNITIES** link on the **Home** menu or from the **OPPORTUNITIES** link on the **Client** menu.

To access the opportunity from the **Home** menu:

- Click the **OPPORTUNITIES** link on the **Home** menu. All pending opportunities, which fall within the search criteria, will appear in a summary view. Each opportunity will have two **Details** icons.
- Click the second **Details** icon for the client with the opportunity that is being sent to marketing.

- To access the opportunity from the **Client** menu:
- Click the **OPPORTUNITIES** link on the **Client** menu. All pending opportunities, which fall within the search criteria, will appear in a summary view. Each opportunity will have its own **Details** icon.
- Click the **Details** icon for the opportunity that is being sent to Marketing.
- The **OPPORTUNITIES > qualification** tab is displayed.
- Click the **Market** link in the navigation toolbar under the Opportunity header.

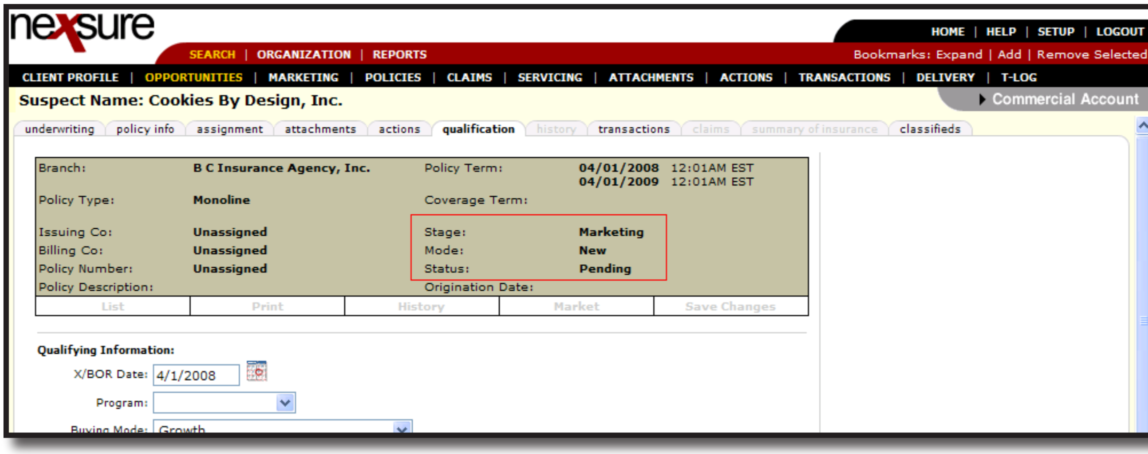


- A confirmation pop-up box will be displayed.
- Click **OK** to send the opportunity to market. Click **Cancel** to abort.
- The opportunity is now in the Marketing stage and has been removed from the **HOME > OPPORTUNITY** page.

To send an opportunity to Marketing using Context Tools:

- Right click on the **Details** icon of the opportunity that is being sent to Marketing
- Select the **Market** shortcut link

Dimensional Technologies



Note: Marketing quotes are displayed in a wheat color.
See Chapter 5, Marketing, for information regarding the Marketing process.