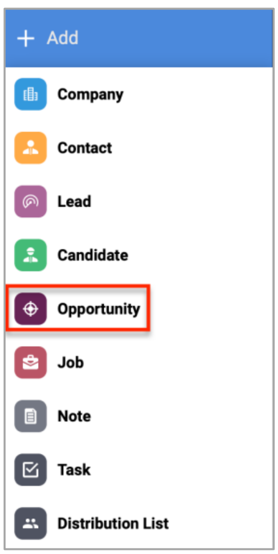
Opportunities

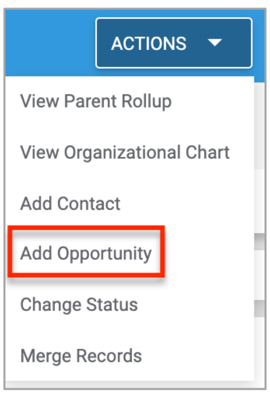
Create an Opportunity when you learn of a potential order or possible business with a client but have not yet won the business. This can be with a new client or expanded business with an existing client.

Creating an Opportunity lets you identify the potential value of the business, track activity and the probability of winning the business and link the Opportunity to future Jobs.

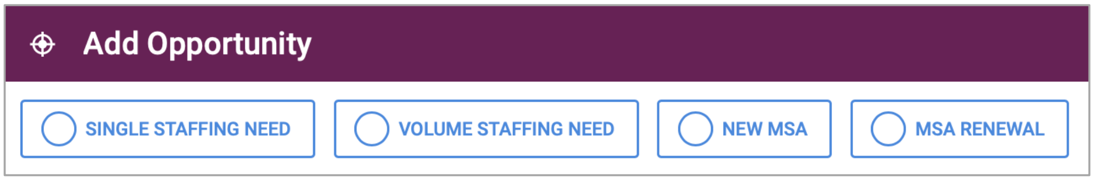
Creating an Opportunity

- Add a new Opportunity from Bullhorn *Fast* Add, or from the Company (recommended).

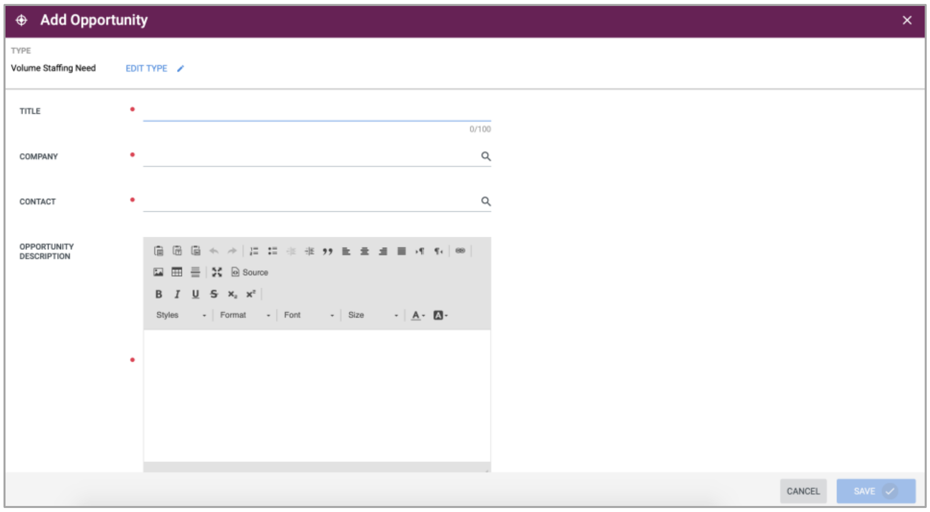




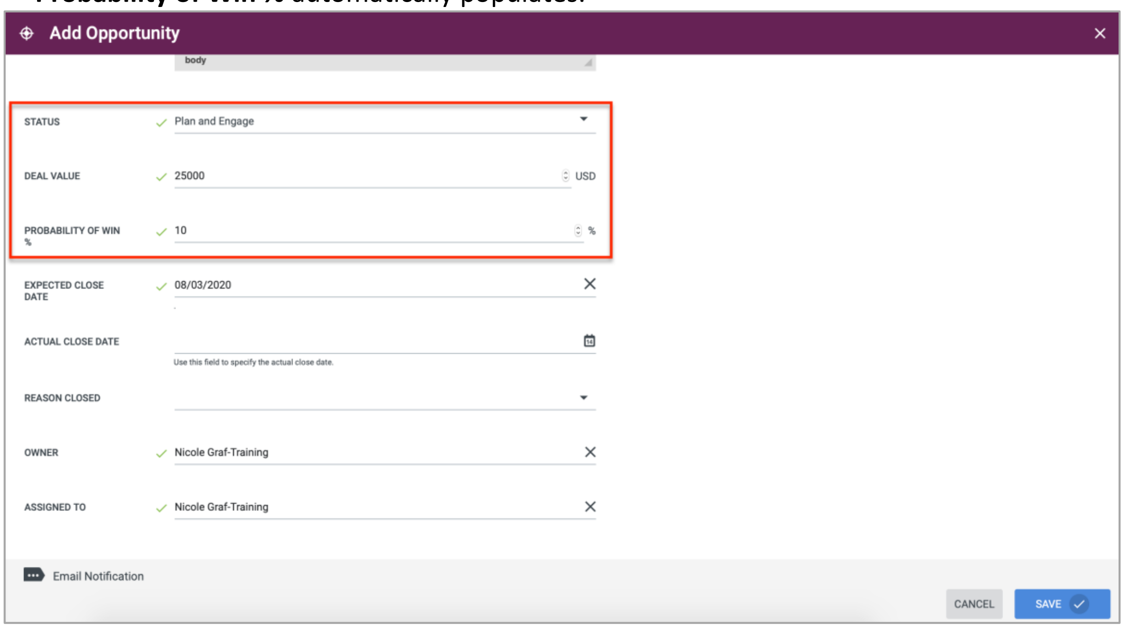
- Select the Opportunity Type at the top of the page. Opportunity Type options are specific to your system and may vary from this example.



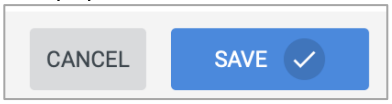
- The *Add Opportunity* page opens. Populate all required fields, adding as many additional details as possible. Fields such as Deal Value, Expected Close and details of the scope of business are important to tracking the life cycle of the Opportunity



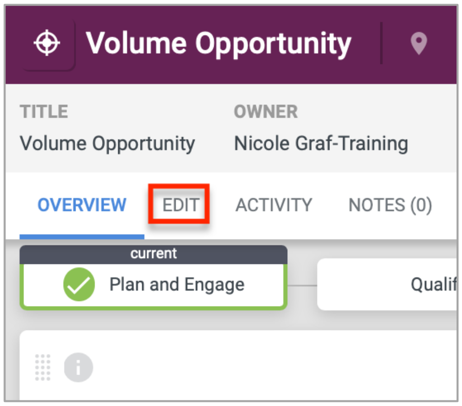
- An Opportunity has a Probability of Win identifier based on where the Opportunity is in the sales cycle. Set the **Status** field to indicate where the Opportunity is in the sales cycle. The **Probability of Win %** automatically populates.



- Once all Opportunity details are populated, click **Save**.

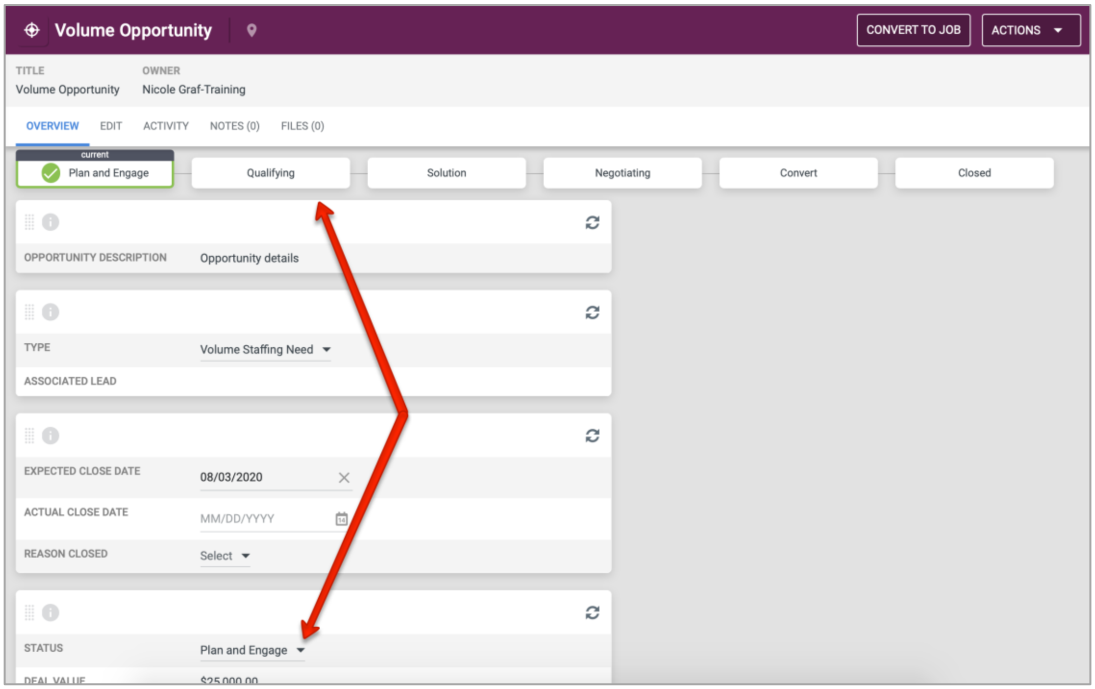


- To update details on the Opportunity, click the **Edit** tab.

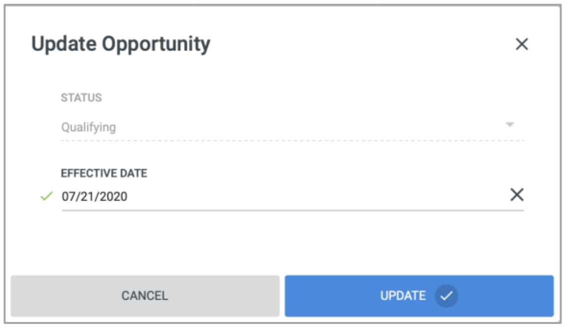


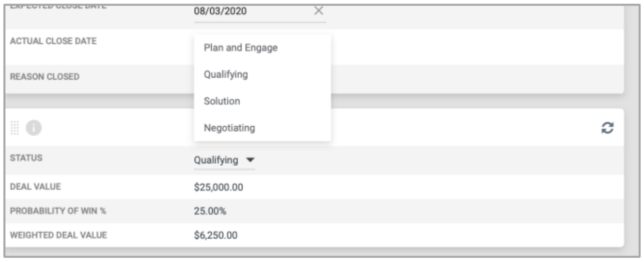
Managing, Converting, and Closing an Opportunity

The Opportunity workflow steps, which align to the Opportunity status, are listed across the top of the page, with the past and current statuses highlighted in the workflow. As an Opportunity is worked, move through the various statuses.

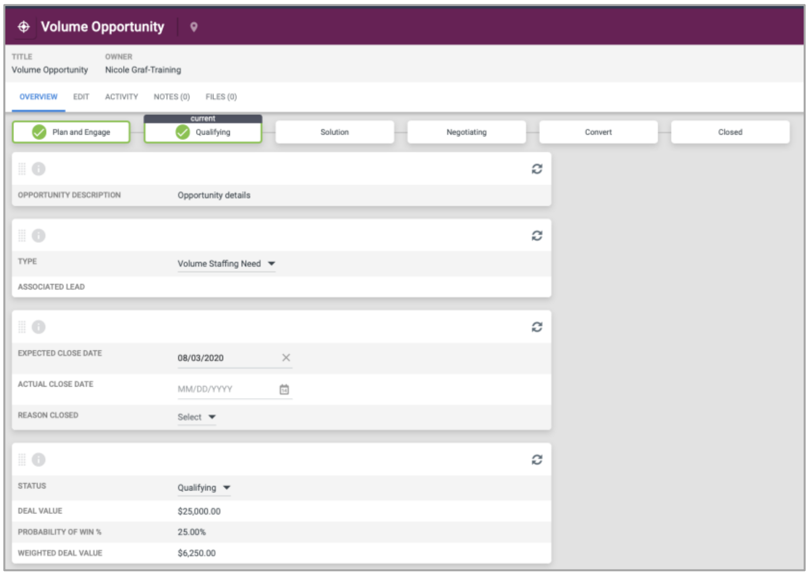


- As you progress through the sales cycle, update Status by clicking a workflow step or updating the Status field directly.
    - When updating status via the workflow, the *Update Opportunity* box appears. Click **Update**.

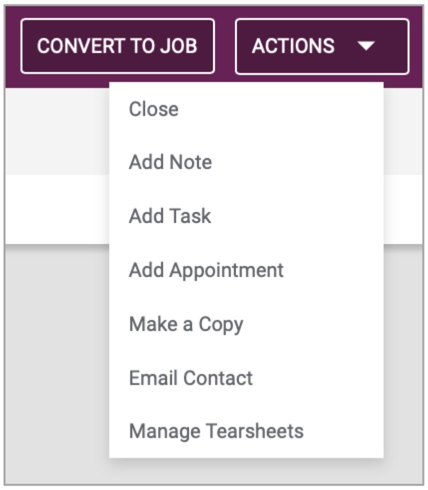


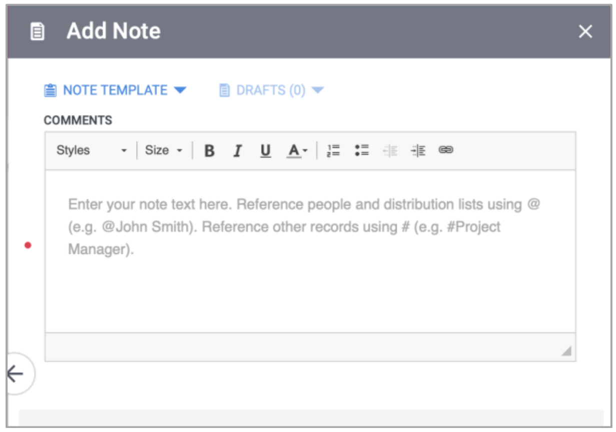


- The workflow step updates to reflect that the status change is complete. (Click Refresh icon in upper right if the change does not reflect automatically.)



- Capture activity for the Opportunity through Notes, Appointments, and other action items.
    - Click **Actions** and select an option
    - Based on the Action, the appropriate form appears. Complete and click **Save**

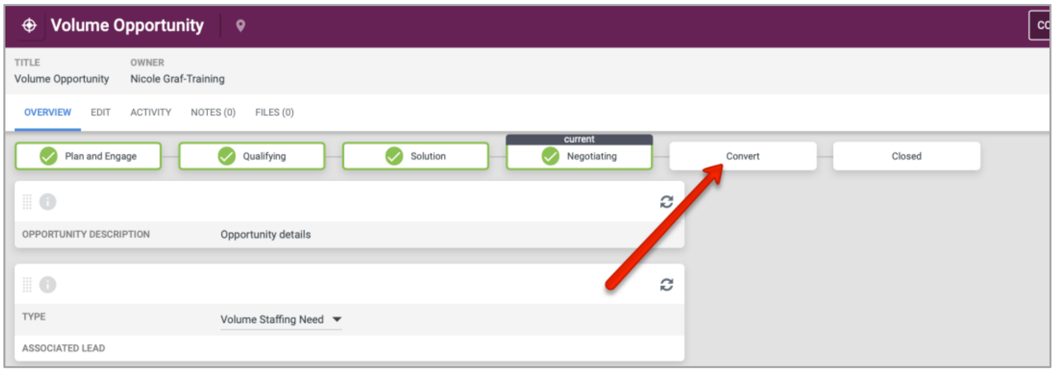




The Opportunity is Won

If the Opportunity is won, there are two options for updating the Opportunity.

- If the Opportunity is for a <u>specific position</u> (Forklift Operator, Call Center Staff, etc.) it may be converted into a Job. Click the **Convert** workflow step to begin the process.
    - Alternatively, use the **Convert To Job** button in the Opportunity header
- If the Opportunity is for a <u>range of positions</u> that cannot be converted to a single Job, close the Opportunity as Won and enter the necessary Jobs directly
    - You can reference the Opportunity on the Job
    - Click the **Closed** workflow step (see the end of Converting steps for the Closed process)



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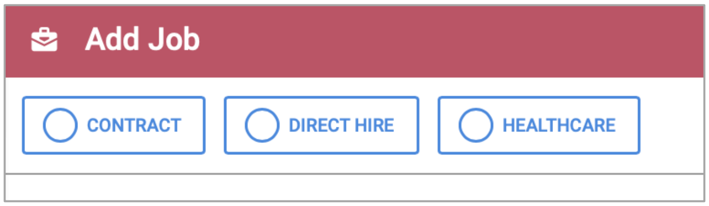
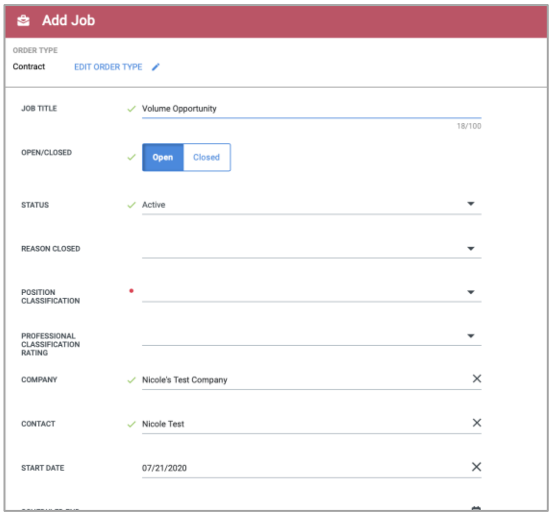
If Converting, the *Add Job* entity page appears. Select the appropriate Job Type option.



- Opportunity details automatically populate the new Job but may be edited as needed.
    - Complete any additional required fields and add other known details.
    - The related Opportunity is referenced on the Job

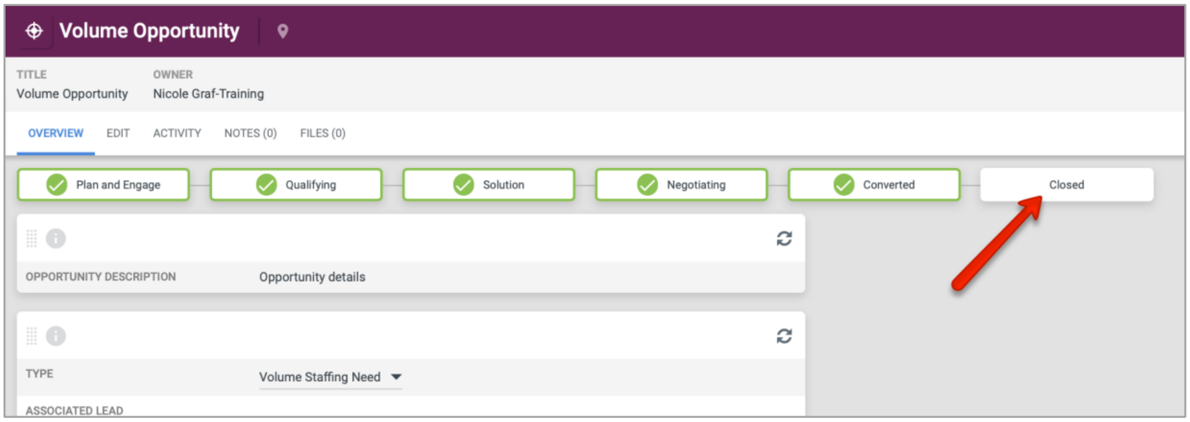


Once the Job entity is created, the *Converted* workflow on the Opportunity updates to reflect that this step is complete. If no further action is required for an Opportunity, Close the Opportunity.

Close the Opportunity

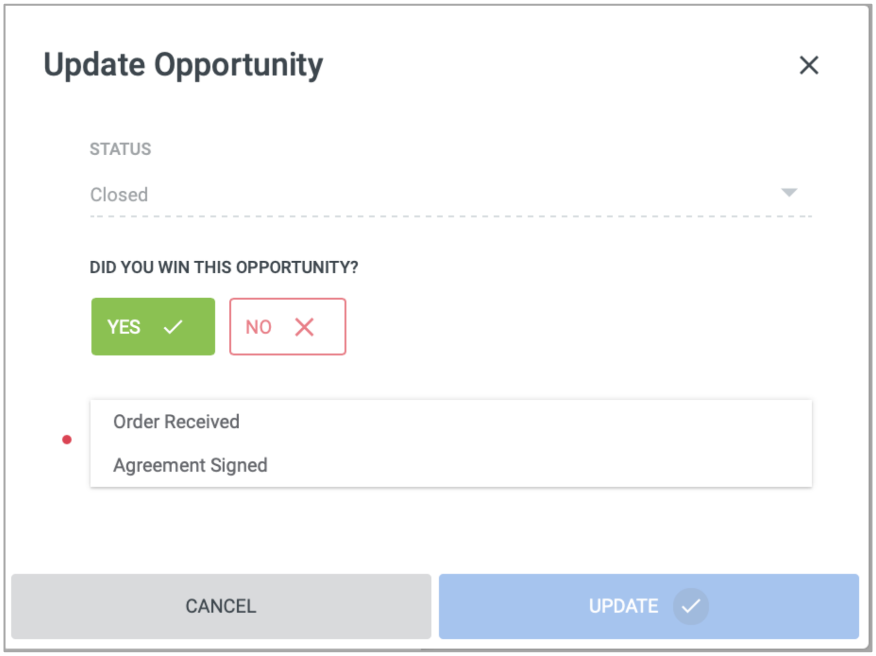
Close the Opportunity whether won or not. Close after converting, or if not converting to a single job, close when won.

- Click the **Closed** workflow step.



The *Update Opportunity* box appears with Status of *Closed.* The *Did You Win This Opportunity?* question drives the Close reasons that appear.

- If you did not win the opportunity, answer No and choose the appropriate close reason
- If converting to a Job or won and will be multiple Jobs, respond Yes and then choose the close reason.



Related ***Bullhorn Help***

Adding an Opportunity Record
Converting an Opportunity to a Job
Opportunities at a Glance Dashboard Card