COMMERCIAL SALESFORCE

– FACILITATOR GUIDE –

FOR SALES AND SALES SUPPORT TEAMS

COMMERCIAL
REAL ESTATE ◆ 2017

TABLE OF CONTENTS

TIMED AGENDA and LEARNING OBJECTIVES

TOPIC	LEARNING OBJECTIVES and/or DESCRIPTION	METHODOLOGY	TIMING
Training Environment Support	No Learning Objective – Technology Support will have a dial in available for the first 30 minutes to help people with logins. Breakfast will also be catered.	• Dial In	30 mins
Welcome	• General housekeeping (Agenda and Catered Meal Info) • Introductions / information about participants in other locations • Facilitator introduction / bio	• Facilitator-led delivery	15 mins
Getting Started	Upon completion of this module, the learner will be able to: • Log into Salesforce using Chrome • Describe the benefits of Salesforce • Identify Salesforce terminology and relevant icons • Explain how Salesforce is organized • Demonstrate navigation of and purpose for: ○ Home page ○ Tab Layout ○ Search Layout ○ Settings	• Facilitator-led on-screen demonstration • Hands-on participant engagement • Participant activities	30 mins
Relationship, Hierarchies & Contacts	Upon completion of this module, the learner will be able to: • Define “Relationships” as they relate to Salesforce and the Commercial Bank for: ○ Business ○ Individual • Explain purpose for each of the Object sections: ○ Details ○ Activity (addressed separately) ○ Chatter (addressed separately) ○ Rollup (addressed separately) ○ Management ○ KYC (addressed by KYC Team after lunch) ○ Related List • Successfully search for and create a new credit Relationship • Explain Duplicate Records ○ Participant Activity: Create new credit relationship • Define and successfully create a default Relationship team ○ Participant Activity: Create Default Relationship Team • Successfully create a new sales Relationship • Demonstrate linking Relationships (credit and sales) ○ Participant Activity: Create new sales relationship, and link created Credit and Sales Relationships • Successfully create a new Partner Relationship • Explain Activities Tasks and Events ○ Participant Activity: Create a Task and an Event • Describe Contacts, and how Contacts differ from Relationships ○ Participant Activity: Create a Contact • Define Hierarchy / Household and credit significance • Explain interaction with Relationships Object Roll-Up	• Facilitator-led on-screen demonstration • Hands-on participant engagement • Participant activities	120 mins *break during this session*

TOPIC	LEARNING OBJECTIVES and/or DESCRIPTION	METHODOLOGY	TIMING
LUNCH	Lunch is catered and may be a working lunch		60 mins
Opportunities	Upon completion of this module, the learner will be able to: • Define types of Opportunities as it relates to Salesforce and Commercial Bank, specifically: ○ Single opportunity ▪ Bilateral ▪ Syndication ○ Multi-Purpose opportunity ▪ Bilateral ▪ Syndication • Successfully create a new single Opportunity ○ <u>Participant Activity</u>: Create a single opportunity • Define each of the sales stages and required steps to mark each as complete • Define Underwriting Sub-Process and describe process ○ <u>Participant Activity</u>: Advance each of the created opportunities through Sales Stages • Define Opportunity ○ <u>Participant Activity</u>: Create Default Opportunity Team • Successfully create a New Multi-Product Opportunity • Compare Single and Multi-Product Opportunity ○ <u>Participant Activity</u>: Create New Multi-Product Opportunity w/two products, • Update Opportunity Team ○ <u>Participant Activity</u>: Update Opportunity Team	• Facilitator-led on-screen demonstration • Hands-on participant engagement • Participant activities	60 mins
Break	N/A		15 mins
Reports	Upon completion of this module, the learner will be able to: • Create a new report • Adjust the fields within the report • Run and Save a report • Export the report	• Facilitator-led on-screen demonstration • Hands-on participant engagement	20 mins
Close / Next Steps	• Review next steps ○ Post Rollout Support Details ○ Outstanding questions / concerns	• Facilitator-led discussion	10 mins
KYC	Session Designed and Facilitated by the KYC Team	• **KYC Facilitator-led**	120 mins
TOTAL TIME (Including Lunch and Breaks)			**8 hr**

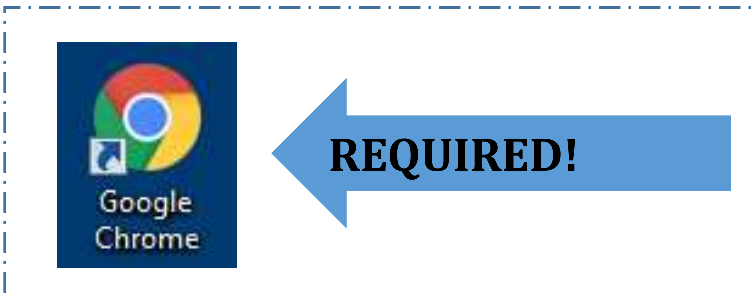
GETTING STARTED

Log In to Salesforce

Salesforce login will be single sign on in the production environment

Salesforce Lightning

- Lightning is supported by:
  - Apple® Safari® version 8.x and 9.x
  - Microsoft® Edge for Windows® 10
  - Most recent versions of Mozilla® Firefox® and Google Chrome™
- Microsoft® Internet Explorer® versions 9–11 redirects you to Salesforce Classic view



Lightning / Classic transition

- There are a few functions that will transfer to Classic view (e.g., creating default Relationship or Opportunity team)
- Return to Lightning by clicking the **Home** tab

Why are we moving to Salesforce?

Associates currently experience significant execution issues and limitations with SRM that we'll be able to mitigate with Salesforce. Salesforce is a technology "enabler" – it offers us a unique opportunity to evolve the culture to a place of greater internal collaboration and enhanced client experiences. Over time, Salesforce will enable us to do things like:

- Boost Client "wins" with the power of real-time data and insights
- Unlock digital capabilities; re-imagine processes and move toward automation and intuitive action
- Mobilize the end-to-end value chain for our Clients, with heightened cross-functional collaboration
- Give associates and clients a voice in continuously improving the platform and possibilities within

What functionality will Salesforce provide?

The basic functionality listed below will be included as part of the initial **Salesforce rollouts to service and operations teams**, which is similar to the functions SRM provides today, ***only better!***

- Metrics and reporting
- Chatter
- Relationship summary and planning
- Prospect and referral management
- Dashboards
- Centralized customer profile information
- Activity planning
- Pipeline and contact management

Salesforce also plays a key role across several critical functions

- Repository for all borrower information
- Customer exposure aggregation
- System of record
- Reg B
- AML/KYC

The real power of Salesforce will be unleashed with incremental functionality to meet the needs of each group; over time, we'll continue introducing more capabilities through additional Salesforce releases.

What's In It For You?

- Crisper interface and usability than SRM
- Stay on top of things more easily with full transparency into records and a 360-degree view of the client
- Real time information and collaboration
- Clear reporting
- Mobile access

Course Objectives

By the end of the class today, you will be able to:

- Navigate Salesforce
- Access and update Relationship, Contacts, and Opportunities information
- Use Activities
- Collaborate using Chatter
- Access and customize Salesforce Report Views and Dashboards

Salesforce Tabs and Icons

Some basic terminology calibration establishes a baseline for moving forward with a new client relationship management tool.

Icon	Tab	Purpose
	Home	Landing page; abbreviated, important information to start the day
	Relationships	Accounts / Companies who use (or could use) Capital One products or services SRM Companies and Individuals = Salesforce Relationships
	Opportunities	Potential revenue-generating deals / opportunities; track pipeline activity and complete steps required to keep a deal moving forward
	Contacts	Individuals associated with Relationships: names, roles, contact information
	Reports	Customizable Reports for Relationships, Opportunities, etc.
	Dashboards	Create aggregated view of key reports / metrics; found on Home screen
	Notes	Can be attached to Relationships or Opportunities; easily shared with other users
	Calendar	Scheduled Activities (events / tasks) will appear here
	Chatter	Similar to social media feed; shows activity / collaboration for your Objects

Salesforce Terminology

Object

- An **Object** is the type of information being stored
- Example: Relationship, Contact, and Oportunity are **Objects**

Record

- A **Record** is the detailed information found on an **Object**
- Example: ABC Company's address and information is a **Record**

Tab

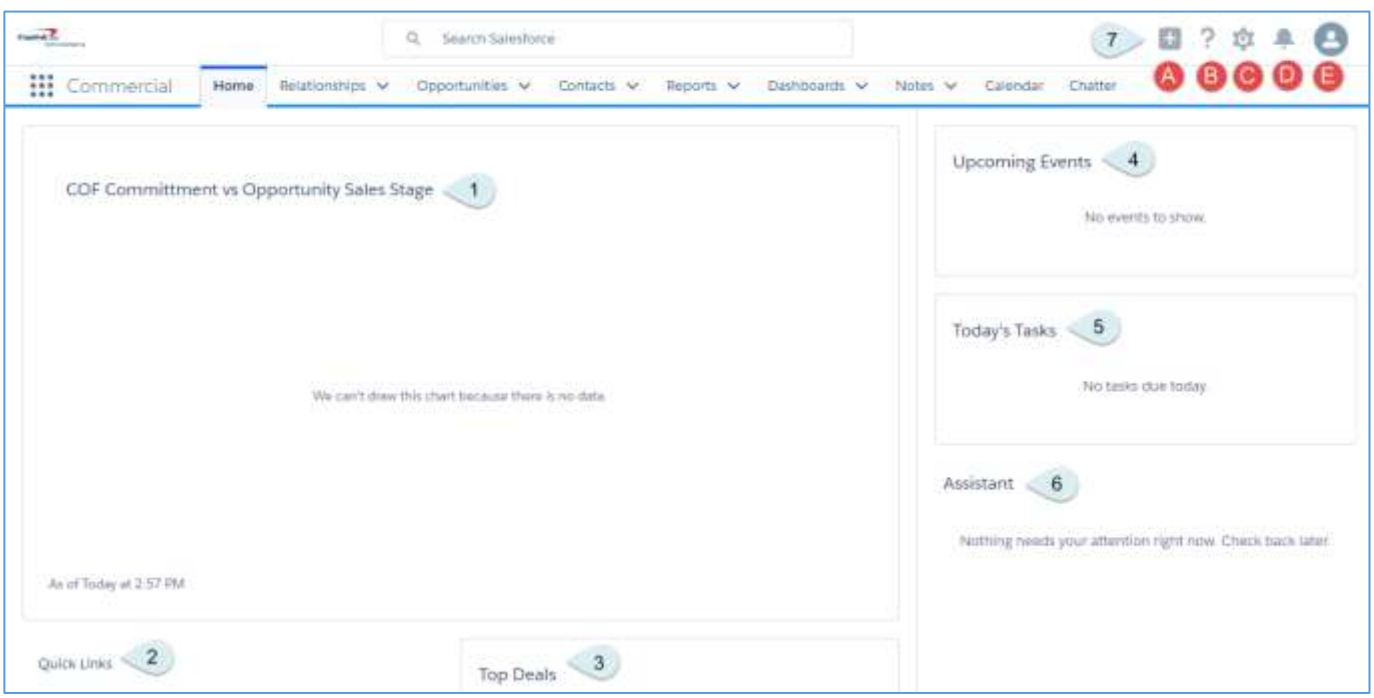
- **Tabs**, located across the top of the home page, is a quick way to access an Object
- Example: Home, Contacts, Opportunities, and Relationships are all **Tabs**

Navigation

When you log into Salesforce, you'll land on the Home page. This page can be customized to better suit your needs, but the default page layout and information is detailed below.

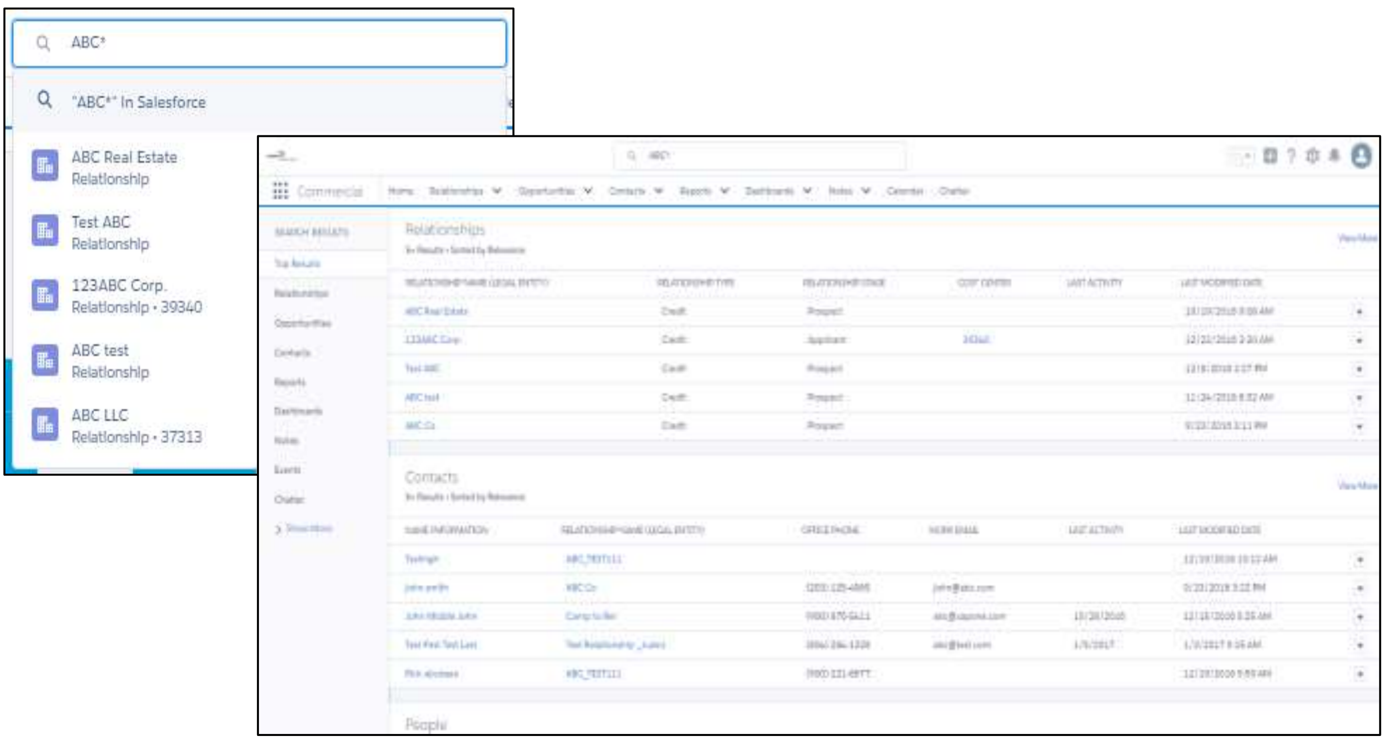
Home

1. Dashboard
   - Displays pipeline activity; updated in real time
2. Quick Links
   - Displays links to default reports and important forms, sites, and resources for your LOB
   - SF tech team creates and maintains the links
3. Top Deals
   - Opportunities numerically ordered by Close Date
4. Upcoming Events
   - Those entered in Salesforce using the Activity / Events functionality
5. Today's Tasks
   - Those entered in Salesforce using the Activity / Task functionality
6. Assistant
   - Summarizes Opportunity "to do" list
7. Additional Information / Navigation Options
   a. Global Actions (user unable to create unless Super Users or Sales Data Control Team)
   b. Help
   c. Setup (Will not be used and likely be hidden in production)
   d. Notifications (from Outlook)
   e. Settings (menu of options, including Advanced User Settings for creation of Default deal teams and switching to the Classic view)



Search

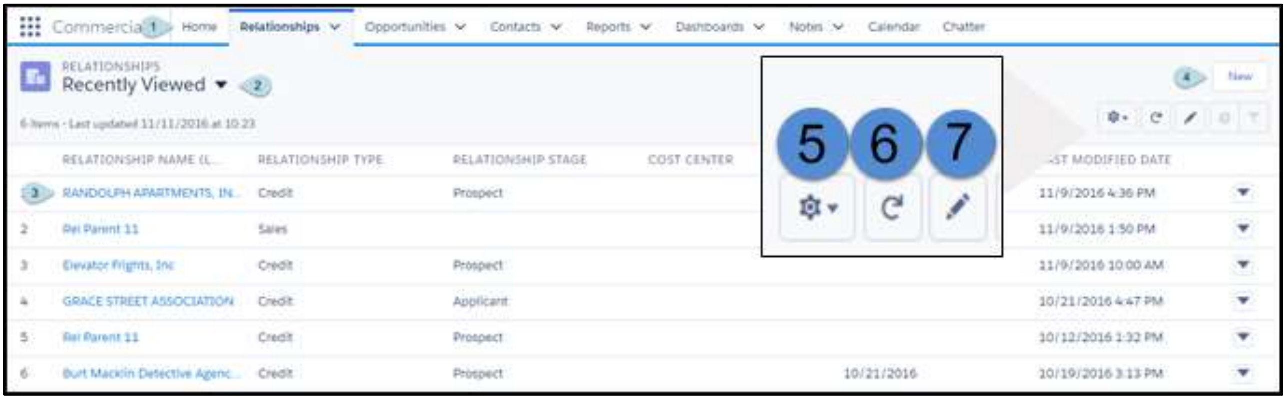
- Your search term must have two or more characters. For example, a search for “b” won’t return any results.
- Search is not case-sensitive. For example, a search for “california” finds the same items as a search for “California.”
- Find phone numbers by entering part or all of a number. For example, to find (415) 999-3434, enter 4159993434, 999, or 3434. To search for the last seven digits, you must enter the punctuation as “999-3434.”
- Use operators such as AND, OR, and AND NOT to refine your search (operators are case sensitive.)
- You can search for the exact phrases by putting quotation marks around multiple keywords.
- Use wildcards to search for partially matching terms:
  - * (asterisks) – Asterisks match one or more characters at the middle or end (not the beginning) of your search term. For example, a search for fred* finds items that start with variations on the term fred, such as,frederick.
  - ? (question marks) – Question marks match only one character in the middle or end (not the beginning) of your search term. For example, a search for jo?n finds items with the term john or joan but not jon or johan.



Tabs

Tabs are located at the top of the page, and selecting any of them will bring you to that tab's main page.

The main page includes a Record Summary, which provides quick access to various views, recently accessed records, and specific reports / tools. The screen shot below shows the Relationship tab; however, the layout and functionality on each tab is the same.



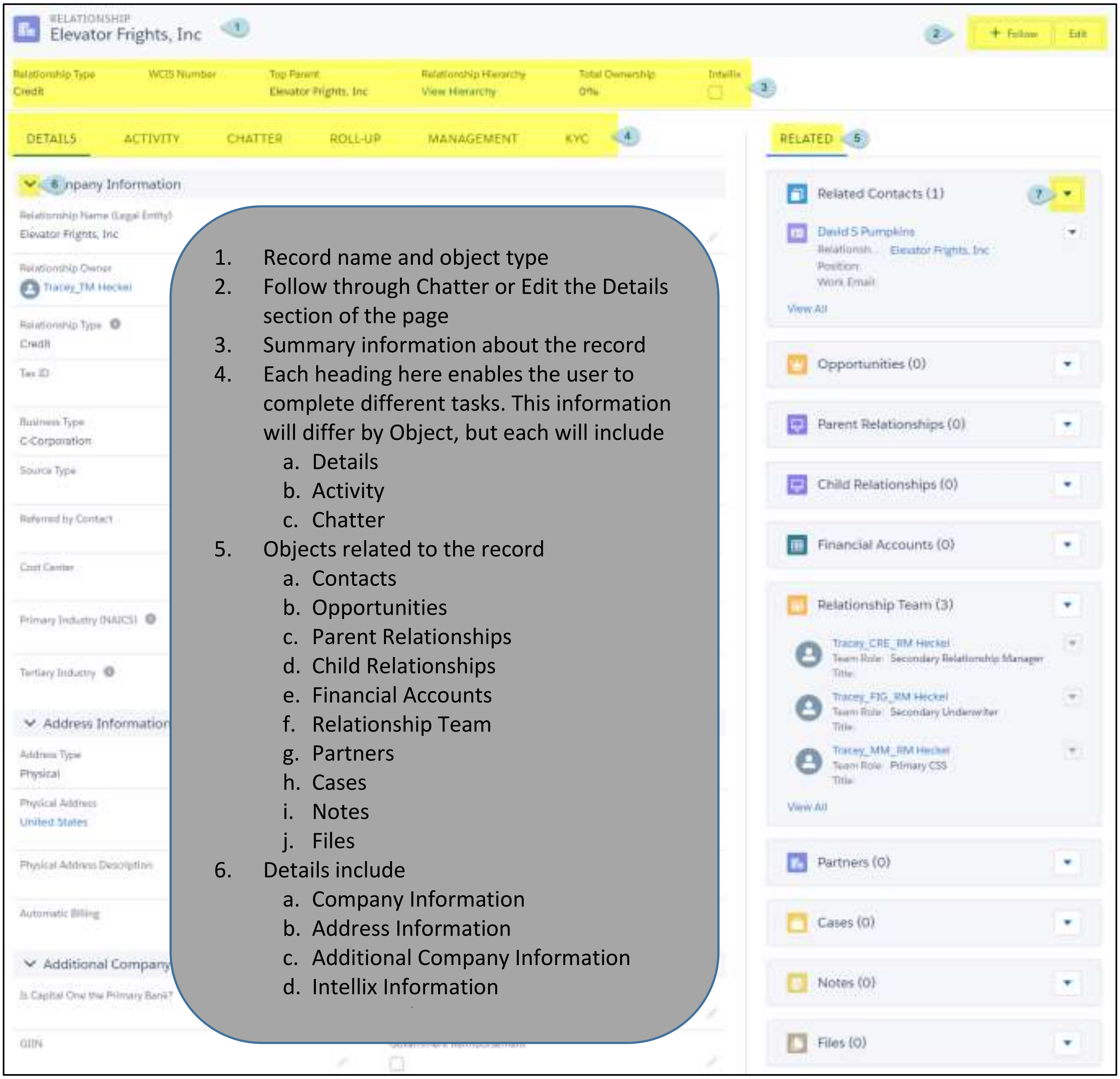
1. Navigation Tabs
   - The drop-down arrow next to each Tab title will display the 3 most recent records viewed, the 3 most recent lists viewed, and the link to create a new record
2. View Options

3. Recently viewed records
   - Records can be sorted by column heading by clicking on the column heading
4. Create new record
5. List view controls
   a. Enables user to create a new list views not available, either specific to the user or available publicly
6. Refresh
   a. Refreshes the screen
7. Make inline edits
   a. Edit a line item from the list view
   b. Must filter by record type to complete an inline edit

Records

Although each tab contains uniquely different records, the page layout is very similar. We will highlight the differences.

Specific information about each section will be explored in the Relationships module.



1. Record name and object type
2. Follow through Chatter or Edit the Details section of the page
3. Summary information about the record
4. Each heading here enables the user to complete different tasks. This information will differ by Object, but each will include
   a. Details
   b. Activity
   c. Chatter
5. Objects related to the record
   a. Contacts
   b. Opportunities
   c. Parent Relationships
   d. Child Relationships
   e. Financial Accounts
   f. Relationship Team
   g. Partners
   h. Cases
   i. Notes
   j. Files
6. Details include
   a. Company Information
   b. Address Information
   c. Additional Company Information
   d. Intellix Information

RELATIONSHIPS

Definition

In Salesforce, **Relationships** is the terminology used to identify companies and/or accounts. These need to be created **first** before adding Contacts – individuals associated with Relationships – or Opportunities, deals associated with Relationships.

Visibility / Editing

All Commercial Bank Salesforce users will be able to view all Commercial Bank Relationships, except Capital One Multifamily Finance. The user's Relationship Team will have both visibility and editing access to those Relationships on which they have Read / Write access only. Please refer to the **Relationship Team** section of this guide for more information.

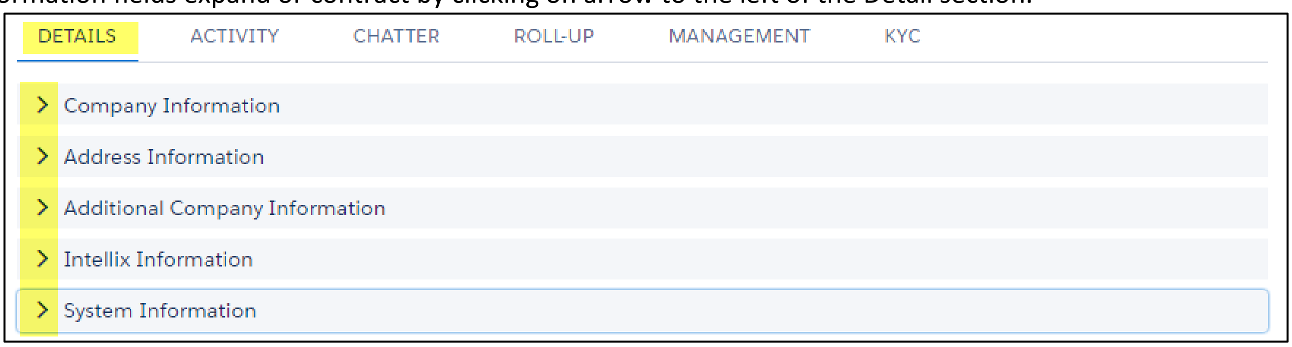
Relationship Record Layout

Details

Summary of all related information. The details are broken down into five sections:

1. Company Information
2. Address Information
3. Additional Company Information
4. Intellix Information
5. System Information

Information fields expand or contract by clicking on arrow to the left of the Detail section.



Activity

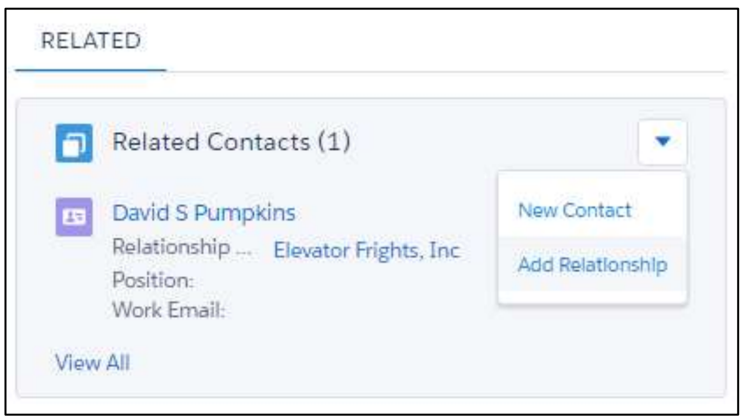
Events and New **Tasks** can be entered as reminders. Enter client meetings, phone calls, cold calling, follow up, and Onsite visits. New Tasks capture action items for that particular relationship with the option to add a date and time. **Creating and maintaining Activities is found in the Relationships module**.

Chatter

The chatter feature enables communication with other team members referring to the contact and will also allow the capability to attach any documents relevant to the relationship. Notify a person or a group about updates related to this Company. Type the at-sign (@) before a name to enter the person or people you would like to add in a message (e.g., @Patrick)

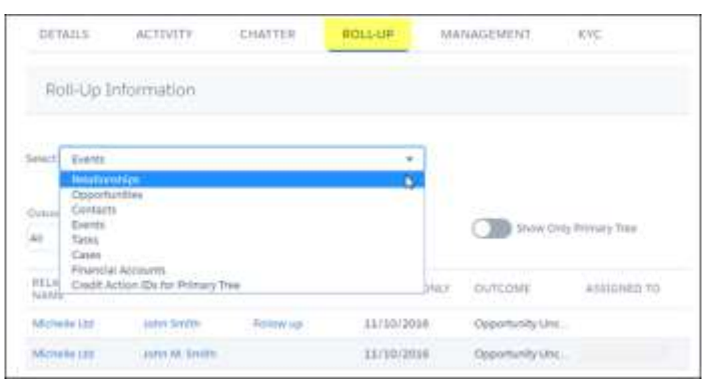
Related

The Related column on the right side of the screen displays linked contacts, which is viewable by clicking on the arrow to the right of the box. Adding a new relationship is also possible from this link.



Roll-Up

Roll-up all the information for the relationship you are in and any connected relationship(s). Information can also be sorted by the activities listed below (Opportunities, Contacts, Events, Tasks, Cases, Financial Accounts, and Credit Action IDs for Primary tree)

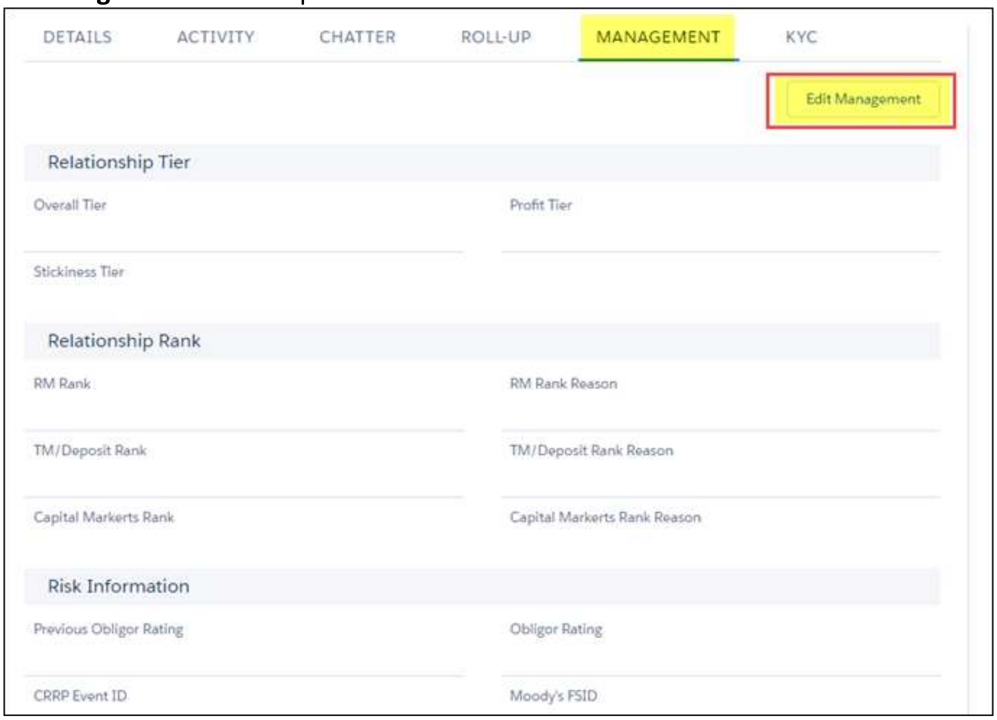


Management

This sections provides information on Credit and Customer worthiness. This section is broken down into four sections:

1. Relationship Tier
2. Relationship Rank
3. Risk Information
4. Additional Company Information.

To edit, click **Edit Management** and complete fields.



Know Your Customer (KYC)

You will receive training on the KYC functionality from the KYC team.

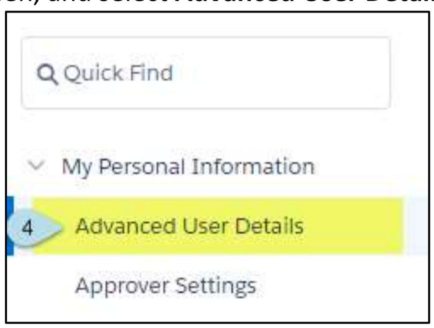
Relationship Team

A default Relationship team is the group of coworkers who you typically work with on relationships. The Relationship owner establishes the team across all lines of business, identifying any associate who will view and/or edit the Relationship details.

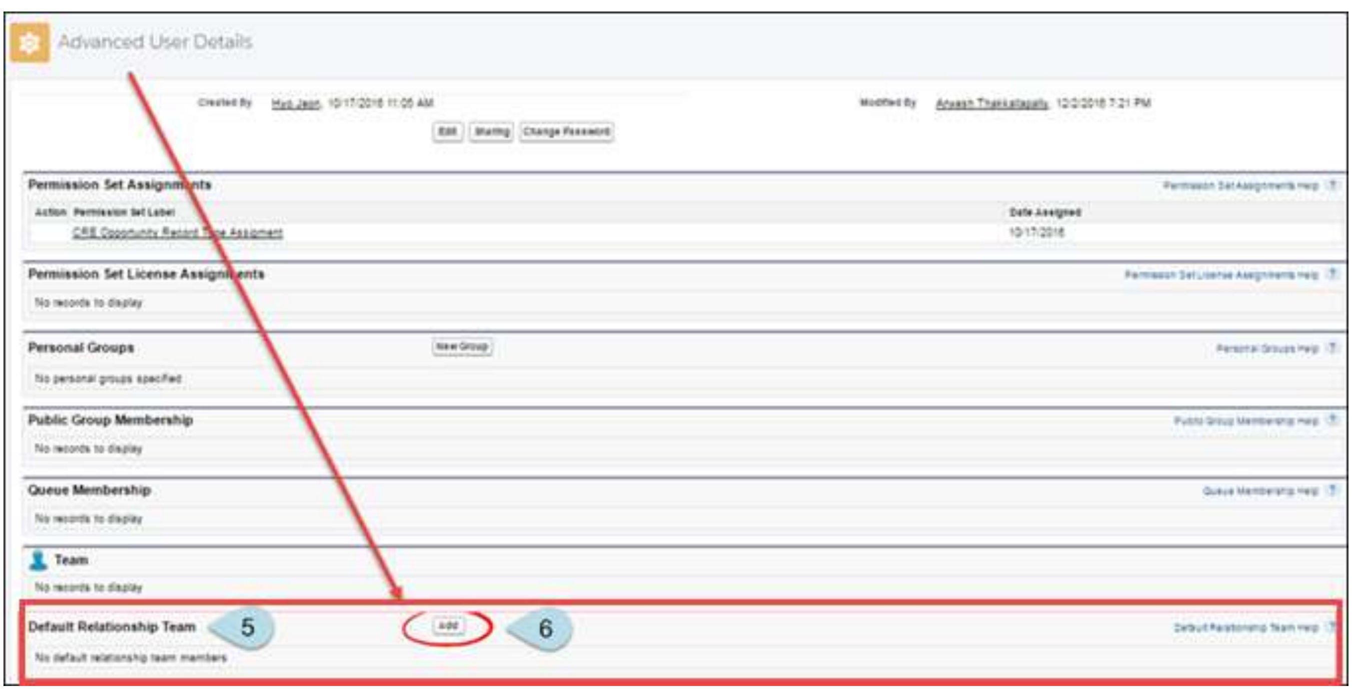
Create Default Relationship Team

1. Navigate to Home Screen
2. Click on profile circle on the far right side of the screen
3. Select Settings

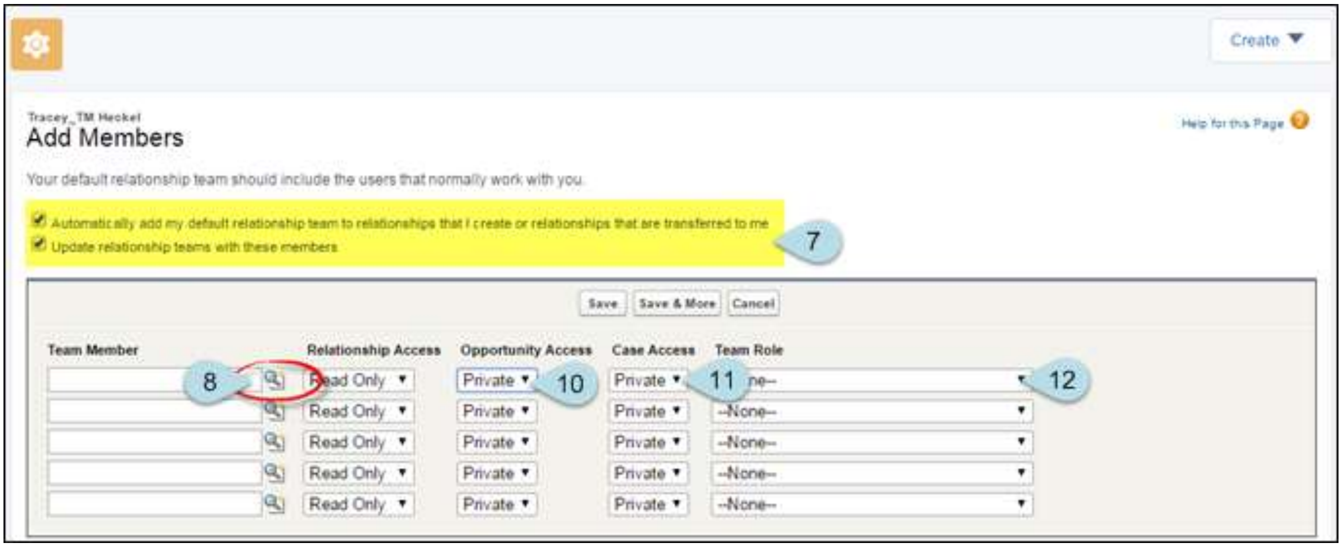
4. Navigate to left side of the screen, and select **Advanced User Details**



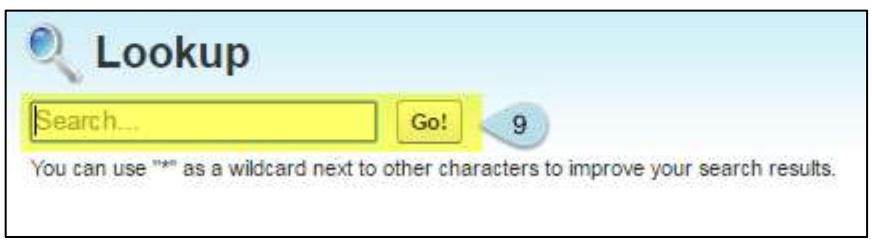
5. Scroll down and find **Setup Default Relationship** Team
6. Select **Add**



7. Check the box(es) most appropriate for your team
8. Click **magnifying glass** to right of user name to find users
9. Type the name of the user you're seeking in the Lookup box, or type *.* to see all users, and click **Go.** Select the name to return to the **Add Members** screen
10. Select the type of **Relationship Access**
11. **Opportunity Access** and **Case Access** selection options are **Private** only
12. Select the type of **Team Role** for each member of the team
13. Click **Save**



Only ONE Relationship Team may be saved as a default; however, updates can be made.



<u>Team Role Types</u>

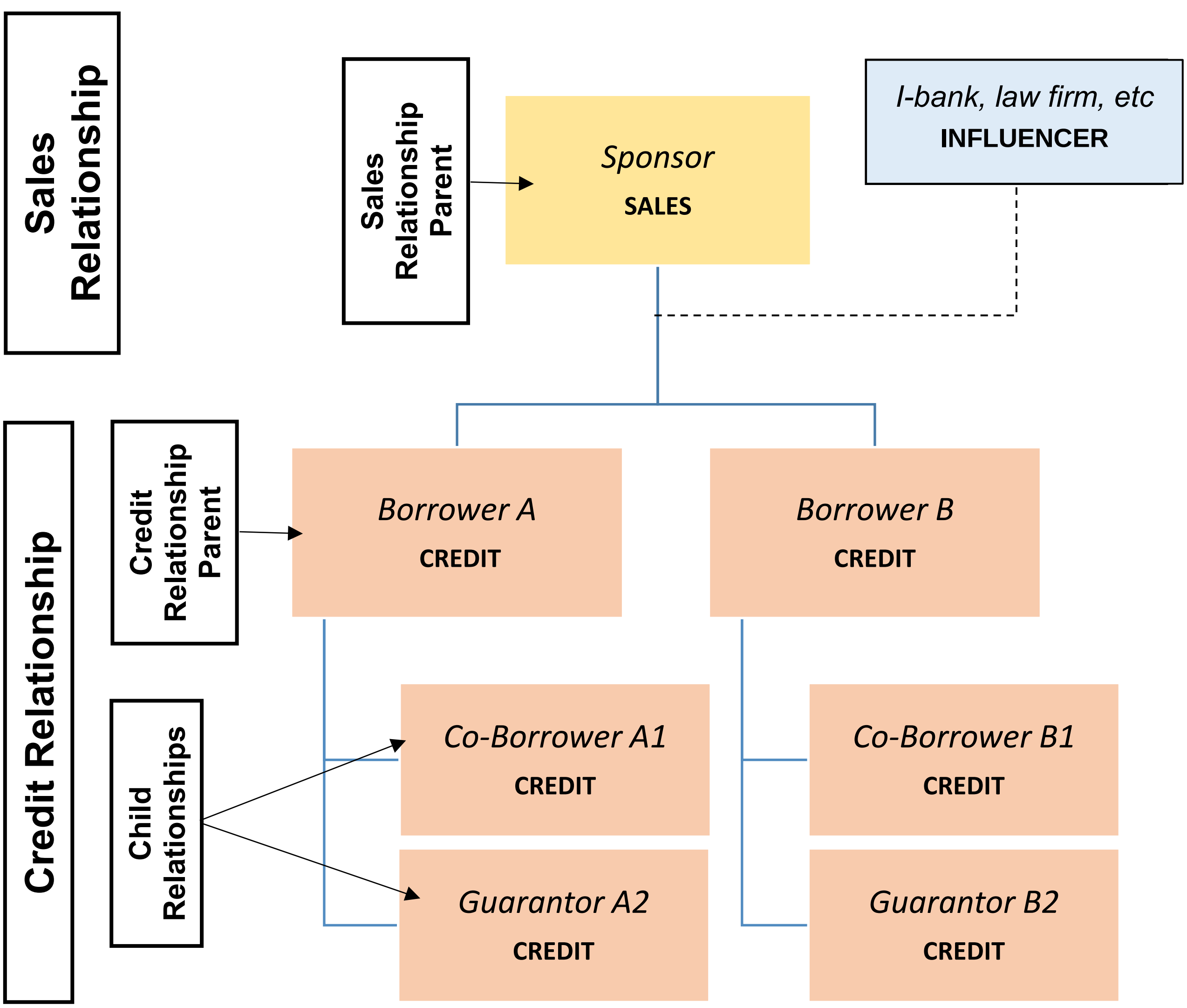
- Relationship Manager
- Underwriter
- Specialist
- Primary CSS
- Treasury Rep
- CM Derivatives
- Secondary TM Dedicated (Backup DSA)
- Secondary Relationship Manager
- Secondary Underwriter
- TMSO / CME
- Secondary CSS
- Syndication
- Primary TM Dedicated (Primary DSA)
- CCD

Practice and Apply: Create Default Relationship Team

Relationship Fields and Definitions

Object	Relationship Type	Definition
Relationship The individual or company doing business with Capital One. Can be a company or an individual	**Sales**	A Sponsor or Private equity firm captured in a Relationship hierarchy, but not pulled into the HUB for UW purposes
	Credit	A relationship directly doing business with Capital One, a related party that is captured in a household and necessary in other systems (e.g. HUB, WCIS, ACBS, TouchPoint), or necessary for compliance processes such as AML / KYC
	Influencer	3rd parties involved in transactions (e.g., law firms, brokers, CPAs, Investment Banks), but not part of relationship hierarchies

Relationship Hierarchy Illustrated

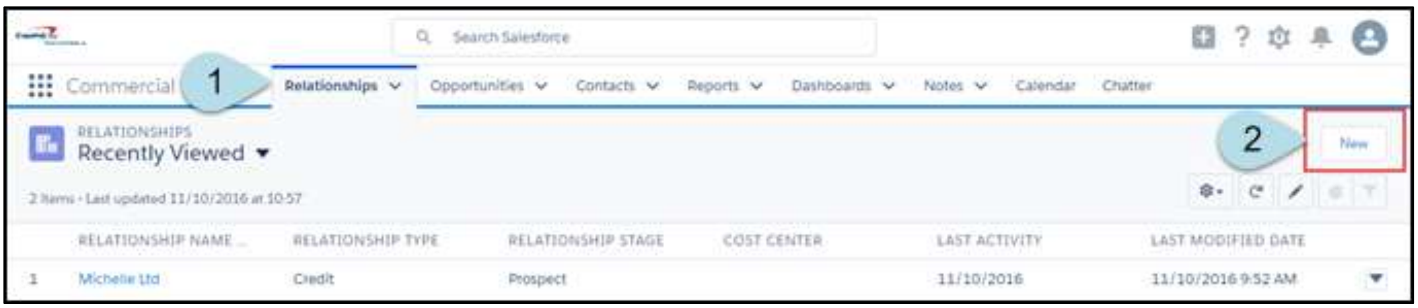


Relationship Owner Responsibilities

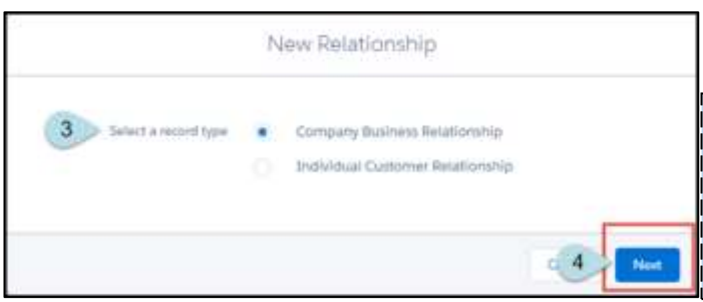
- Relationships: Create and maintain Relationship profiles for prospects and customers
- Relationship Hierarchy: Add related parties and structure relationship hierarchy
- Opportunity Management: Initiate and manage opportunities
- Activities: Track and document customer and prospect activities (Events and Tasks)
- Compliance Processes: Manage applicable Compliance processes; i.e., AML / KYC, regulatory processes

Create a Credit Relationship

1. Navigate to **Relationships** tab
2. Click **New** to create new relationship



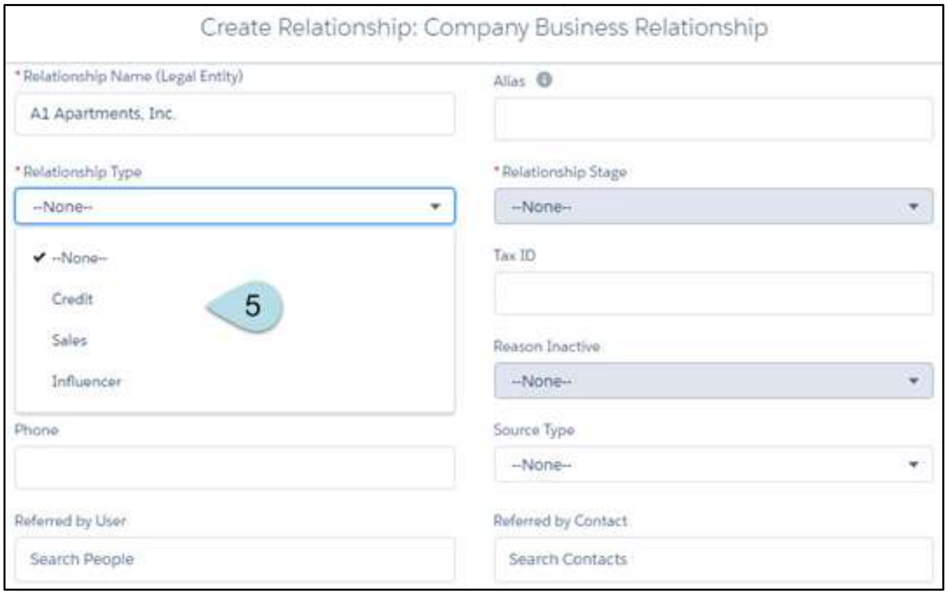
3. Select a record type
   - This will typically be a Company Business Relationship
   - In the event that the Relationship is with an individual (ex: business owner), select Individual Customer Relationship
4. Click **Next**



The Relationship Name will be the name of the Company (Legal Entity)

The Relationship Type will be Credit for the information to be sent to the HUB

5. A window will pop up to enter the company information creating the company's profile. Complete the required fields and click Save
   - Select "Save" to save record
   - Select "Save & New" to save current record and create a new Relationship



Relationship Stage Definitions

- **Prospects** are individuals who are not yet clients
- **Early Rating** allows for a WCIS to be created to the relationship and get sent to the HUB for a preliminary rating. This should only be a temporary relationship stage
- If the client wants to apply, change the status to **Applicant**

Business Types

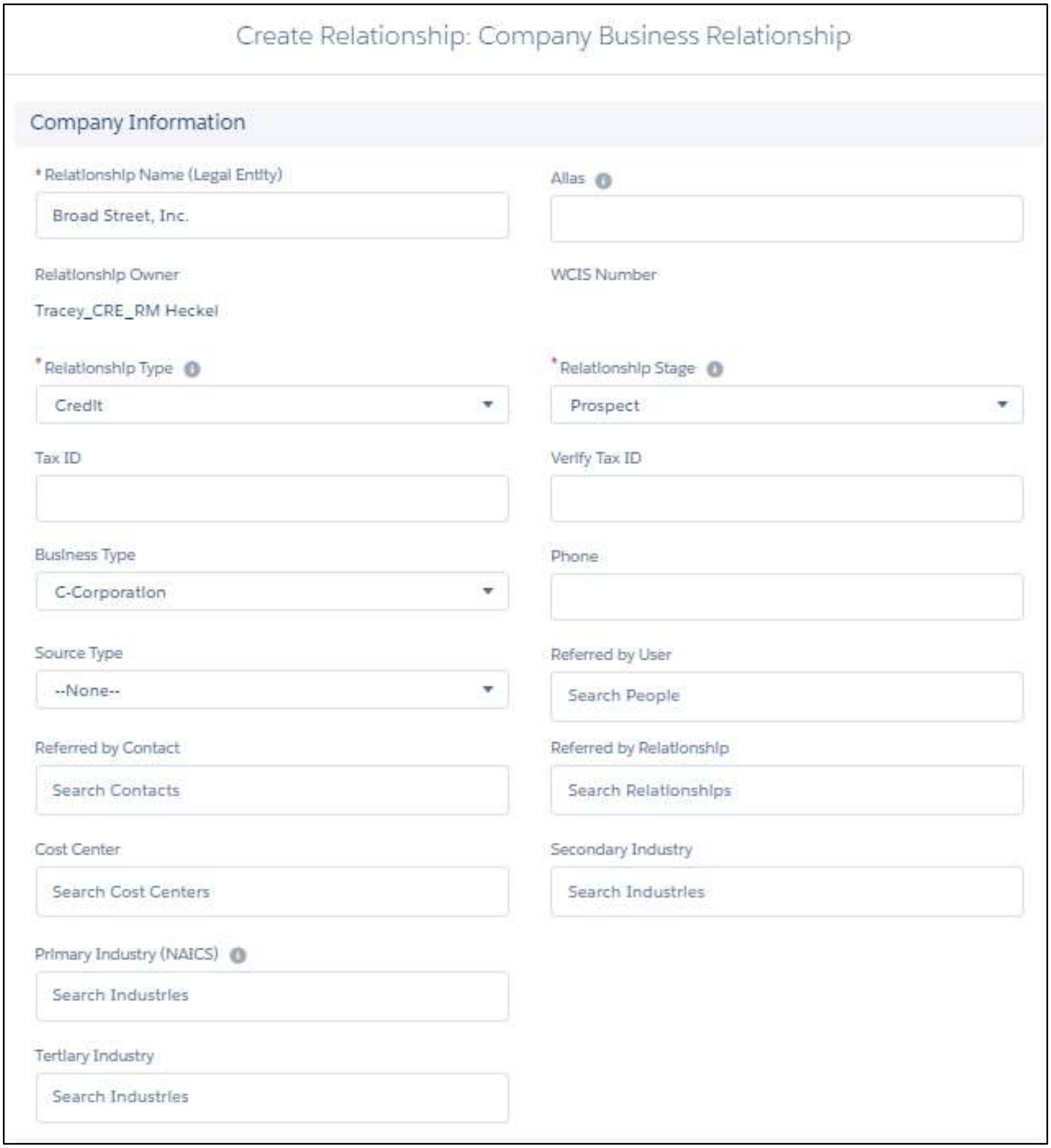
- Association
- Bearer Share Company
- C-Corporation
- International Business Corporation
- Limited Liability Company
- Non-Profit
- Not Specified
- Partnership
- Private Investment Company
- Public Funds/Gov't Agency
- S-Corporation
- Sole Proprietorship
- Trust / Estate

Source Types

- None
- Referred by Internet User
- Referred by Contact
- COF Supplier
- Retail / SBB
- Self-Generated
- Referred by Relationship
- Lead Origination Tool
- Marketing / Event
- TM Cross-Sell Tool

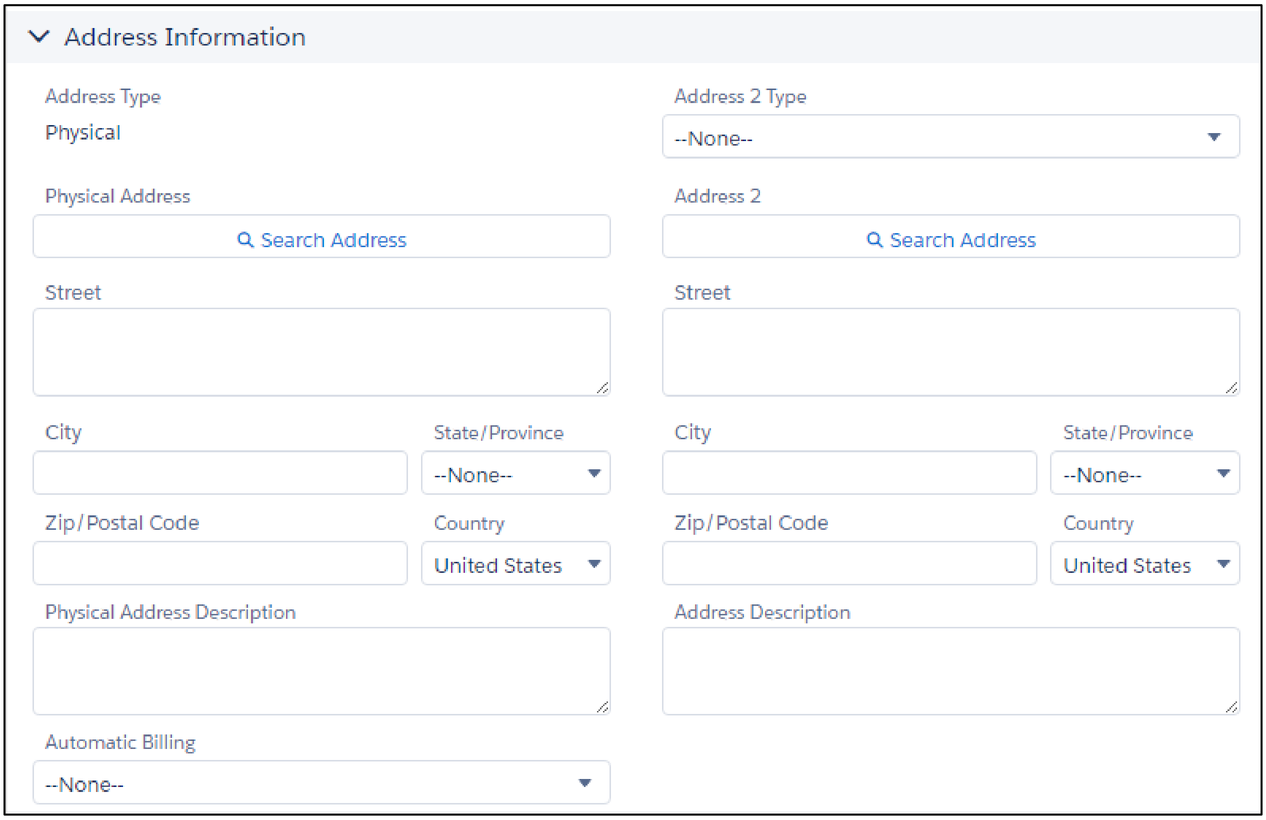
Company Information

Some fields are required and are indicated with a red asterisk. The “I” symbol will provide instructions about that field when the user hovers over it.



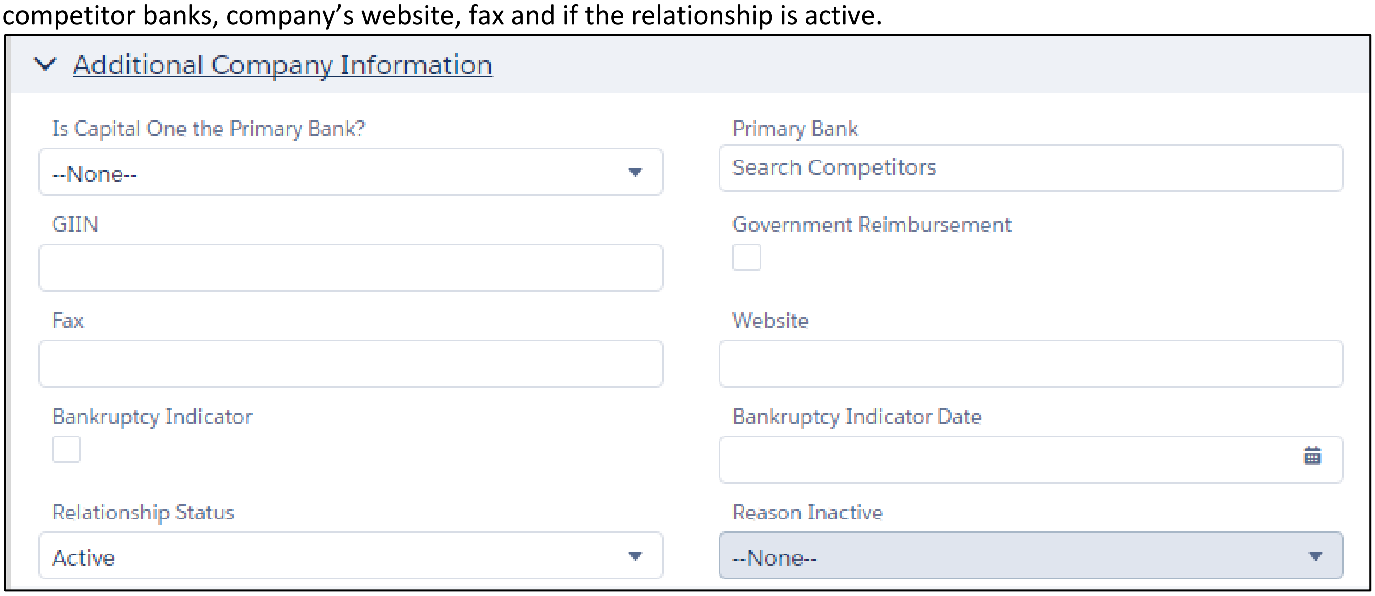
Address Information

Enter the Company's Location in this section. This section allows the user to search for an existing address if needed.



Additional Company Information

This section allows the user to enter more information regarding the relationship, such as primary bank, search competitor banks, company's website, fax and if the relationship is active.



Intellix Information

This checkbox indicates if this company has a completed file, T&C exists, or if they are already enrolled with Intellix.

Duplicates

- Typing an identical or similar company name, address, or telephone number will generate an error message. Relationship can be created regardless.

Practice and Apply: Create new credit relationships, and add Default Relationship Team to one of the created credit relationships

Create New Sales Relationship

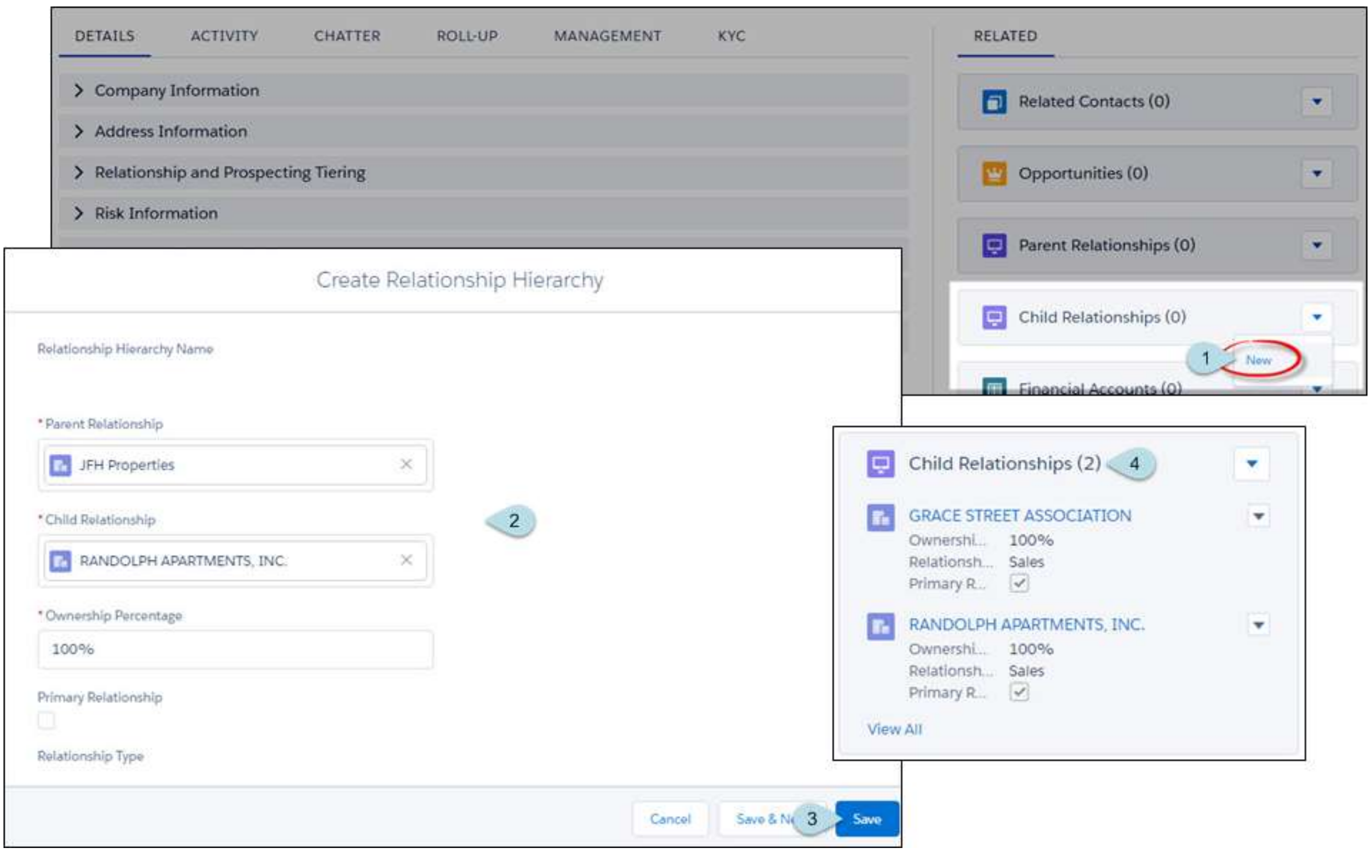
The process for creating a Sales Relationship is the same for creating a Credit Relationship; however, the required fields will change based on the selection.

The difference between a sales link and credit link is driven off of “relationship type”, which is entered when the relationship is created (see relationship fields & definitions)

Link Credit and Sales Relationships

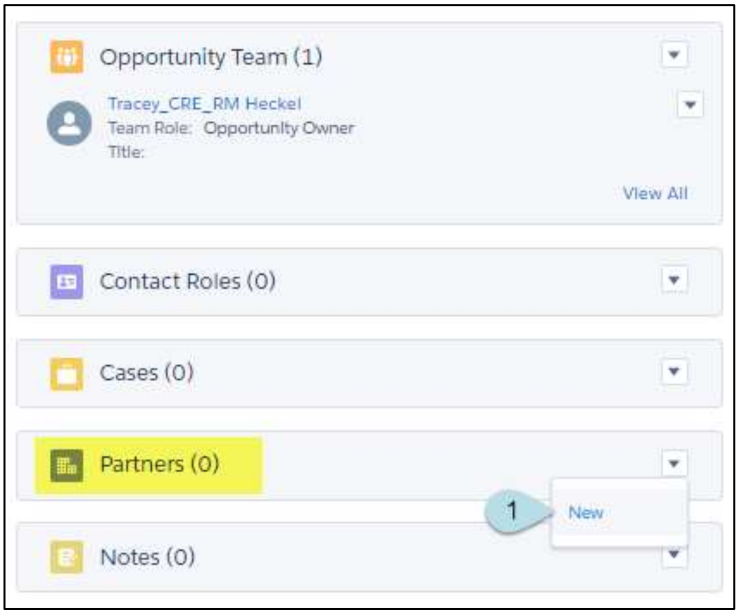
From the Sales Relationship record, navigate to Related → Child Relationships

1. Select **New** from the drop-down menu
2. Complete required fields
3. Click **Save**
4. Successful link will appear in Child Relationships

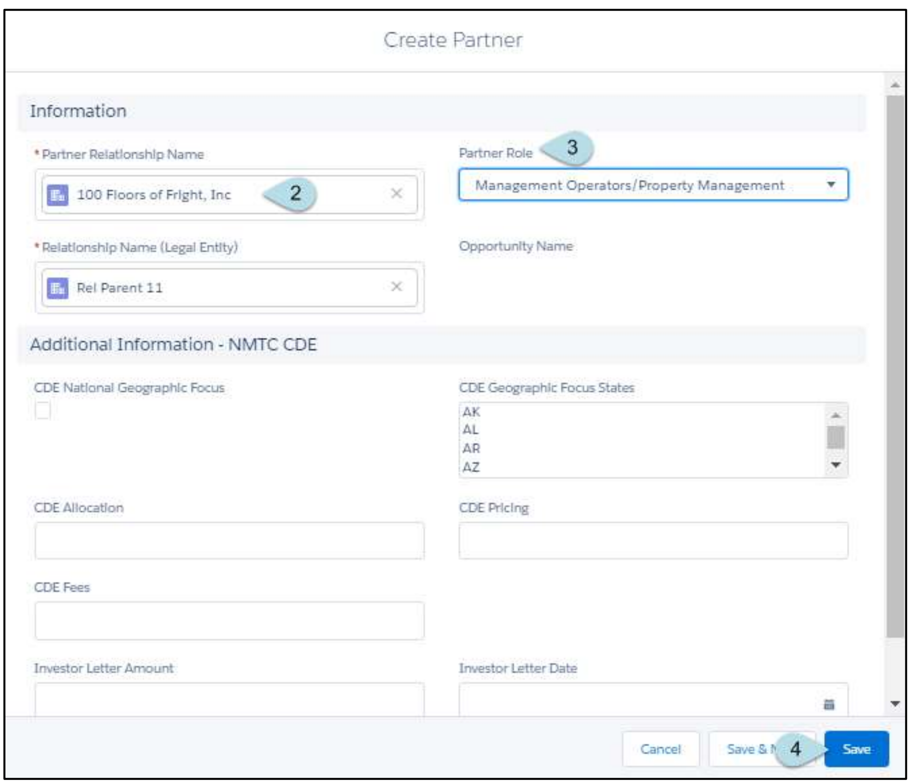


Create a Partner Relationship

1. From the **Relationships Object's Related List**, select **New** in the Partners list



2. Select the **Partner Relationship Name** from existing Relationship
3. Select the Partner's **Role**
4. Click **Save**



Partner Roles:

- Account Controller
- Beneficial Owner
- Borrower
- Broker
- CDE
- Co-Borrower
- Consultant
- Controlling Parties
- Guarantor
- Intermediary
- Key Executive
- Law Firm
- Management Operators / Property Management

Practice and Apply: *Create new Sales Relationship, and Link a Credit Relationship to a Sales Relationship*

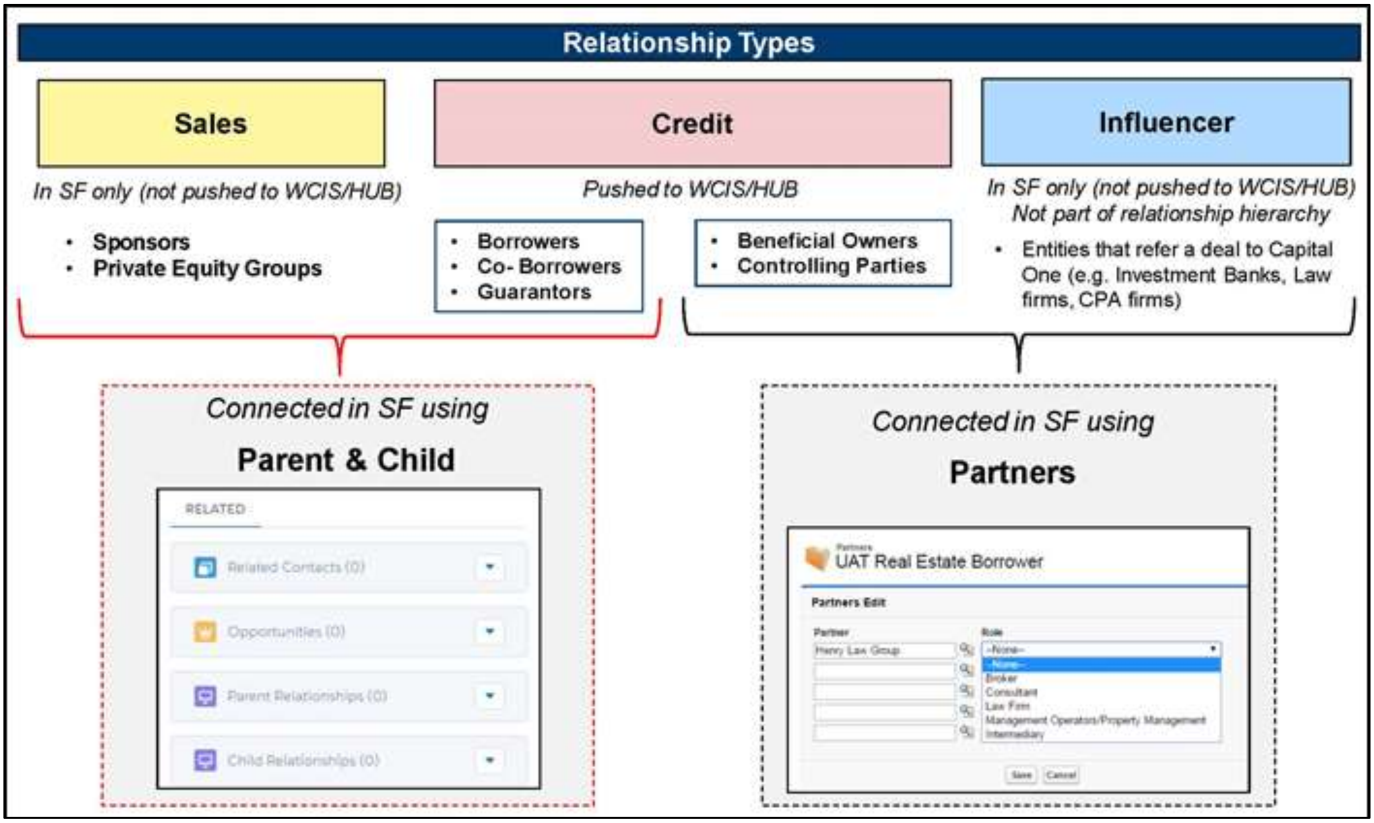
Hierarchies

Connection Types

We have 2 ways to connect relationships in Salesforce:

1. Connect 2 Relationships using Parent & Child
2. Connect 2 Relationships using Partners

Contacts can be associated with Sales, Credit, or Influencer Relationship types



Associations and Requirements

Association	**Use Cases**	**Requirements**
<u>Relationship Hierarchy</u> Child and Parent Relationships	Both Sales and Credit Relationships that are part of a household	PEGs / Sponsors and Credit Parties are required to be structured in Salesforce
<u>Source Type</u> Found in Opportunity object	The referral source for an Opportunity (ex. broker entered as 'referred by contact')	Individual broker names are required, and those brokers should be associated with the brokerage. Internal and other referral tracking is currently optional
<u>Partners</u> Associated with Relationships and Opportunities	Connection between 2 relationships or relationship and opportunity that is **<u>not</u>** a household relationship (e.g. attorneys, I-banks, KYC entities)	KYC entities will be managed by the KYC team. Other partner tracking is optional

Activities

Activities are what is known as a "universal" object: found within Contacts, Relationship, and Opportunities objects. The functionality will work identically within each Object. If an activity has been created in Leads, it will convert to the Relationship object at conversion.

Activity Pick List

There are no hard and fast rules regarding selection of Event or Task, but broadly, the selection should be based on Channel.

<table>
<tr><th><u>Channel</u></th><th><u>Event or Task</u></th><th><u>Purpose</u></th><th><u>Outcome</u></th></tr>
<tr><td>Phone</td><td>Event</td><td>• Cold Call</td><td rowspan="5">• Implementation
• Opportunity Uncovered
• Proposal Requested
• Opportunity Closed
• Proposal Follow-Up
• Established Contact/ Prospect Uncovered
• No Contact Established/ VM</td></tr>
<tr><td>In person</td><td>Event</td><td>• Client Onsite Visit
• Drop-In
• Ramp-Up Meeting</td></tr>
<tr><td>At Event</td><td>Event</td><td></td></tr>
<tr><td>Email</td><td>Task</td><td>• Prospecting Email
• Follow-up Email
• Servicing Email</td></tr>
<tr><td>ALL/ Regardless of Channel Selected/
*Not Conditionally Required</td><td>Task</td><td>• Explore Product Needs
• Proposal Requested
• Follow-Up
• Decision
• Referral
• Fraud Identified</td></tr>
</table>

<u>Event Required Fields</u>

- Purpose
- Channel
- Start / End
- Outcome

<u>Task Required Fields</u>

- Subject
- Purpose
- Status
- Channel
- Outcome
- Priority
- Due Date

<u>Event / Task Purpose Selections</u>

- Client Onsite
- Decision
- Explore Product Needs
- Follow up Email
- Fraud Identified
- Proactive Call
- Proposal Requested
- Referral
- Cold Call
- Drop-In
- Follow up
- Fraud
- N/A
- Personal Follow Up
- Ramp Up Meeting
- Servicing Email

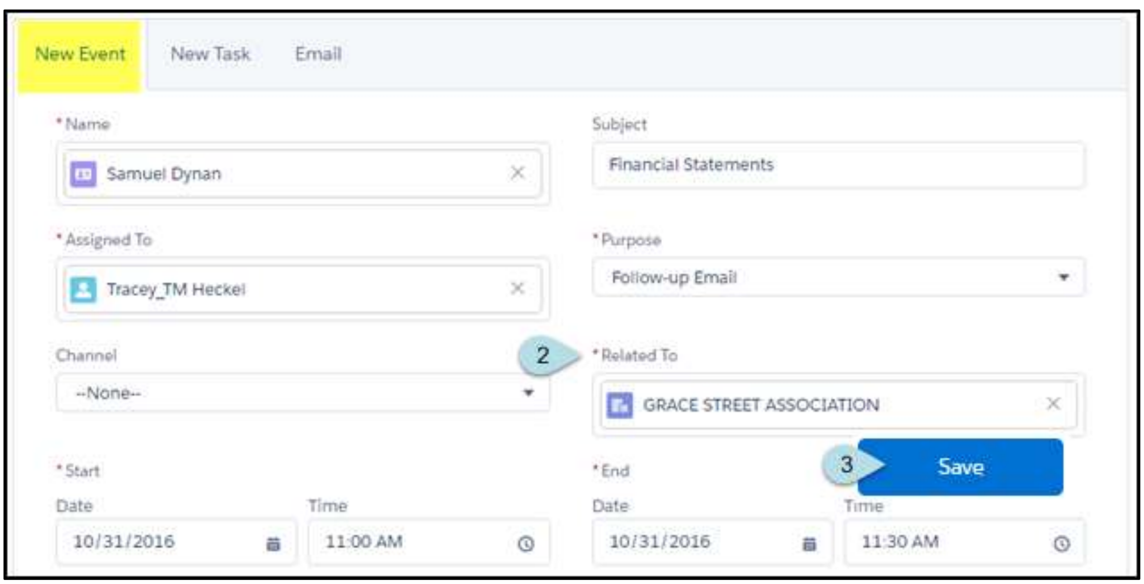
<u>Event / Task Status Selections</u>

- Not Started
- In Progress
- Completed
- Waiting on Someone Else
- Deferred
- Canceled

Create an Activity: New Event

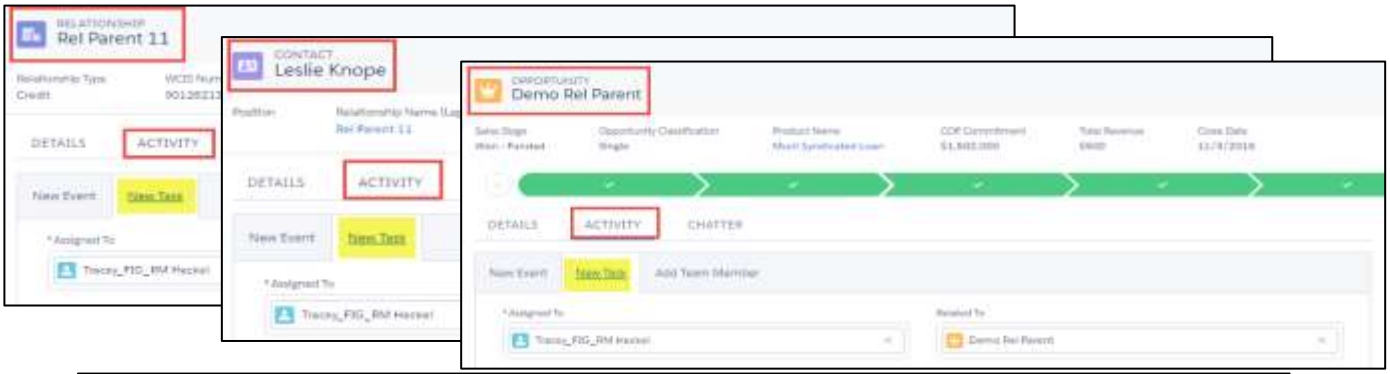
Log all events you plan to attend; i.e., dinner with the prospect, Rotary meeting, Chamber breakfast, industry event, etc.

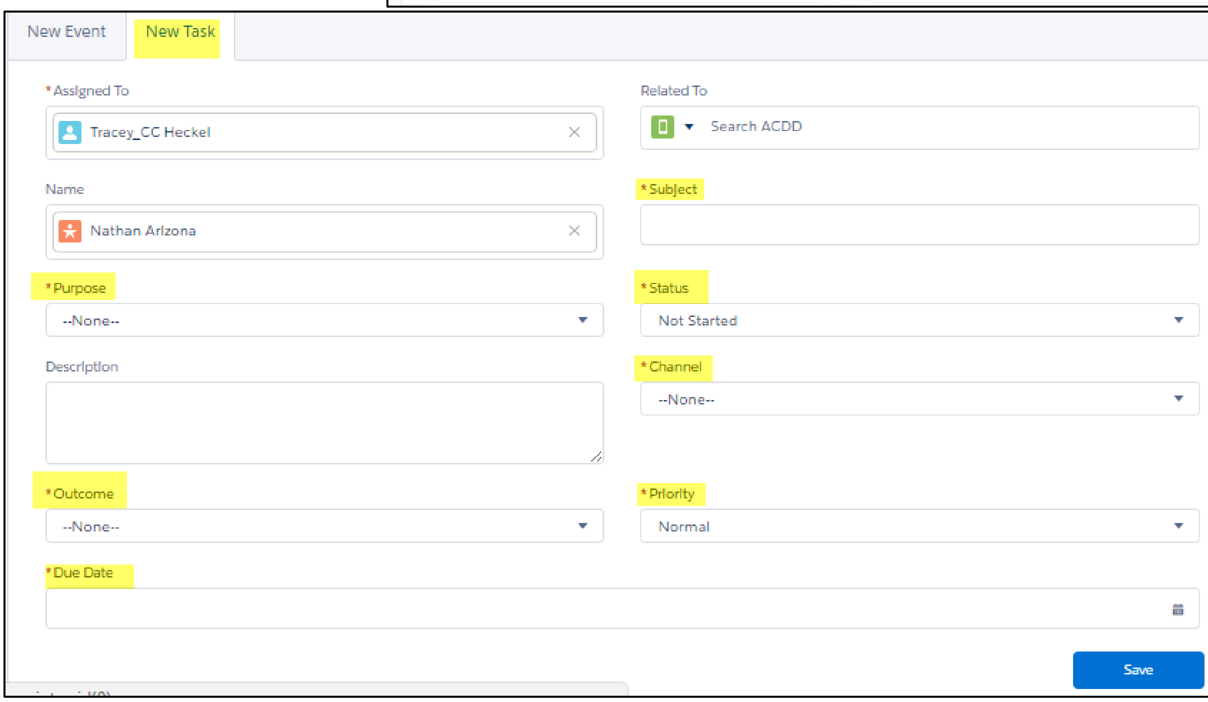
1. Navigate to the Activity section in either the Relationship, Contact, or Opportunities object, and select **New Event**
2. Complete required fields, making appropriate selections from drop-down fields as indicated by arrows to the right of the field.
3. Click **Save**
4. Added Events appear on the object's timeline
5. Edit by selecting the action from the drop-down menu to the right of the entry



Create an Activity: New Task

1. Navigate to the Activity section, and select New Task
2. Complete required fields, making appropriate selections from drop-down fields as indicated by arrows to the right of the field.
3. Click Save





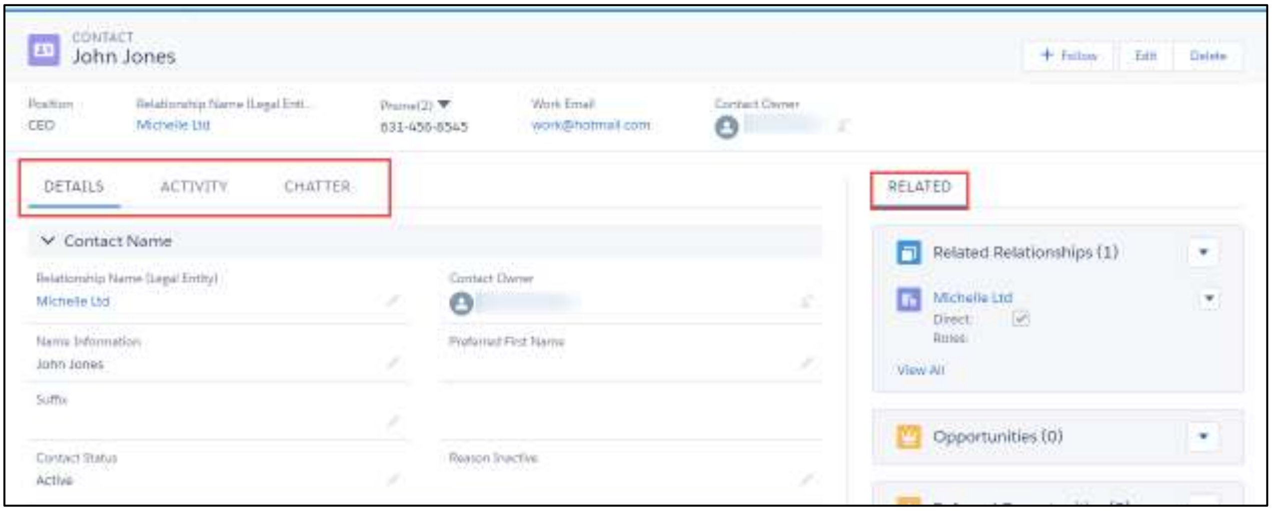
1. Added Tasks appear on the object's timeline
2. Edit by selecting the action from the drop-down menu
3. Check the box to indicate the task is completed

Practice and Apply: *Create New Task*

CONTACTS

Contact Record Layout

The Contact record layout looks very similar to the Relationship layout, including the same action buttons for Details, Activity, Chatter, and Related.



Visibility

All Commercial Bank Salesforce users will be able to view all Commercial Bank Contacts.

Create New Contact

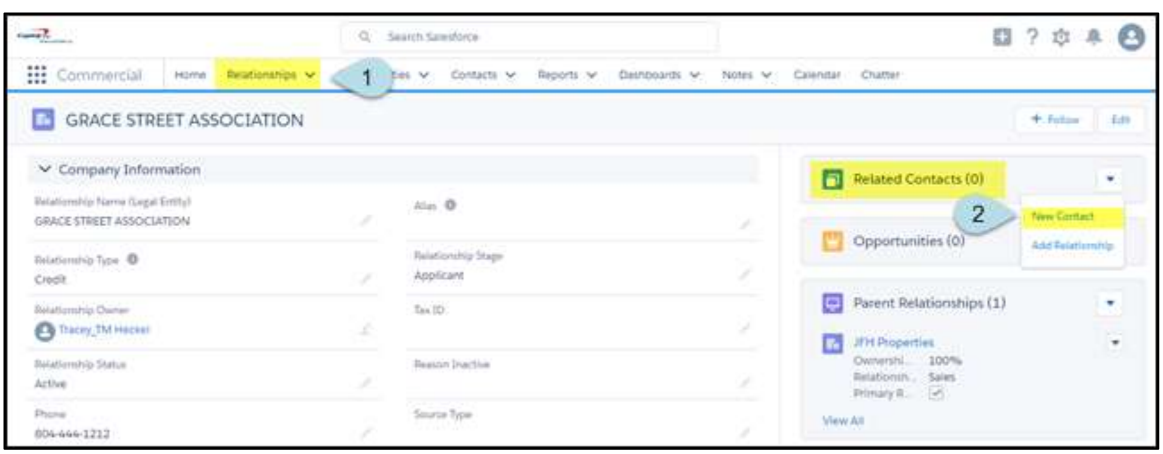
There are two options when creating a new contact.

1. Creating a Contact within Relationships
2. Creating a Contact from the Contacts tab

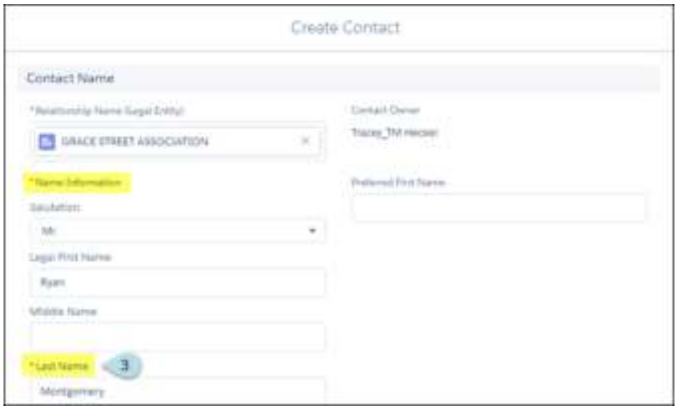
Before creating a contact record, search to see if the record exists via the global search functionality

Create a Contact from Relationship Tab

1. Navigate to **Related Contacts** on right side of existing Relationship tab
2. Select **New Contact**

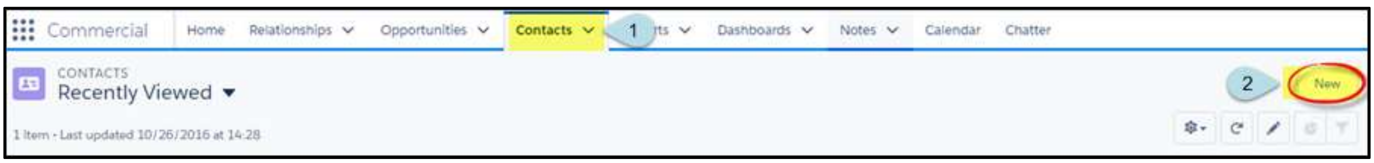


3. Complete required fields (First and Last Name only)

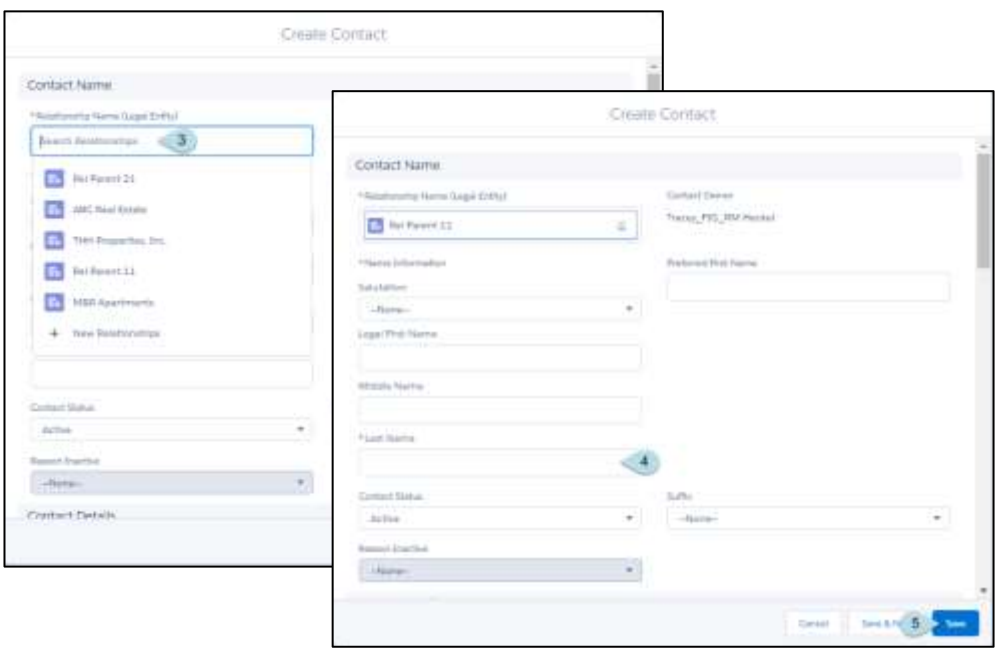


Create a Contact from Contact Tab

1. Navigate to **Contact Object** from menu at top of screen
2. Select **New**



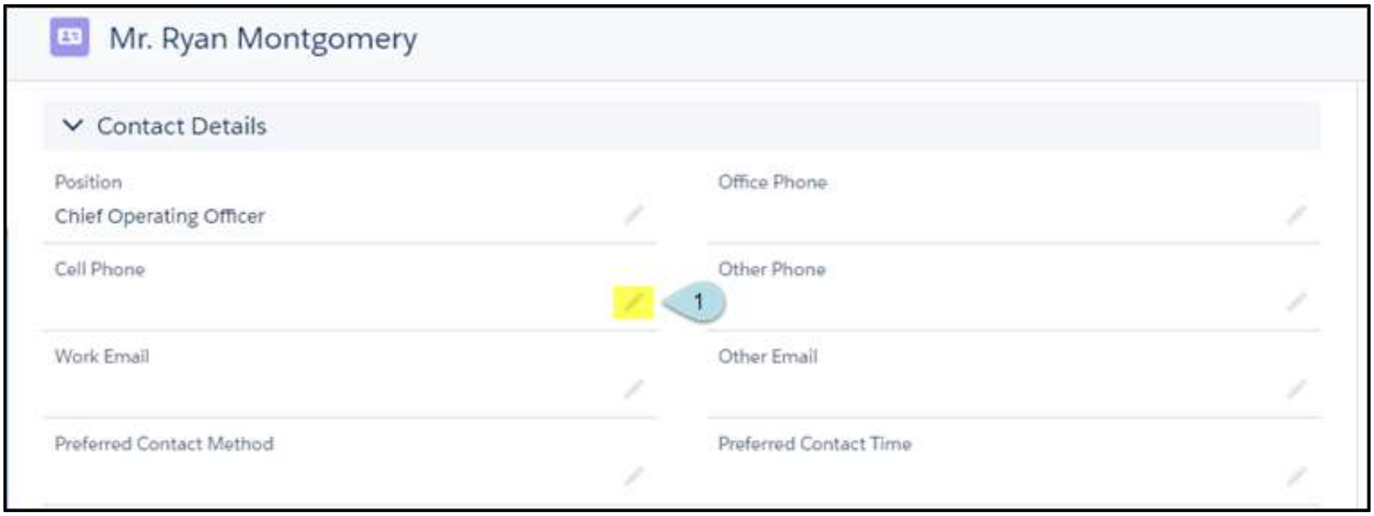
3. Select a Relationship with which the contact will be affiliated
4. Complete required fields (**First and Last Name only**)
5. Click **Save**



Practice and Apply: Create new contacts

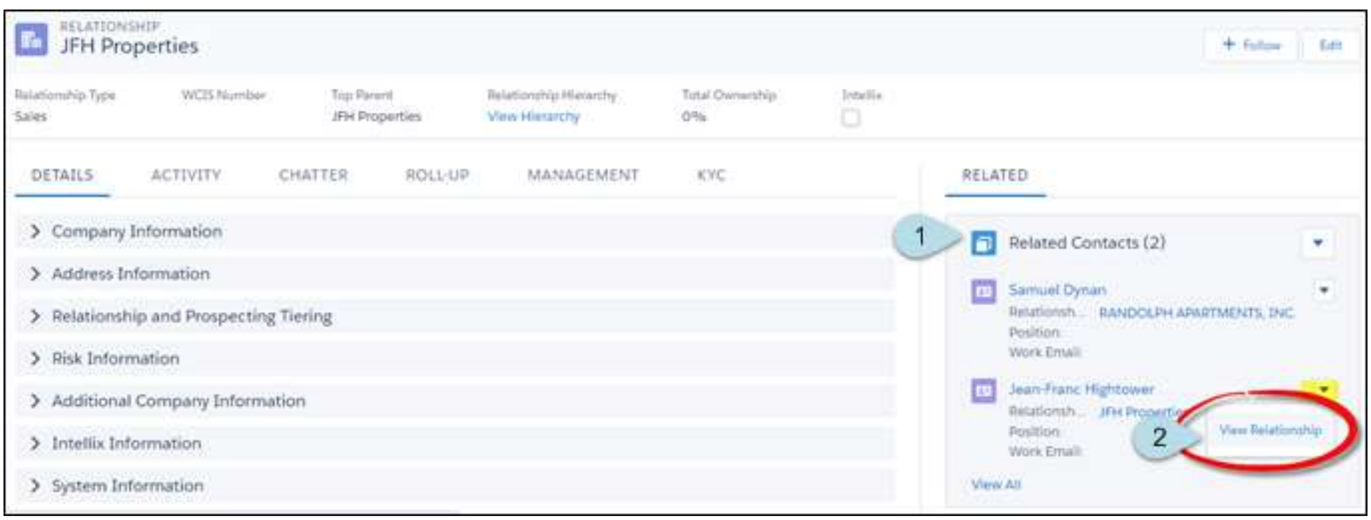
Update Contact Information

1. All fields can be quickly updated by selecting the pencil to the right of each field, and the field opens for entry
2. Click **Save** when complete



Add a Role to Contact

1. Navigate to **Related Contacts** on right side of existing **Relationship** tab
2. Select **View Relationship**



3. Select the pencil icon to the right of **Roles**
4. Select the appropriate role from the drop-down menu
5. Click **Save** when complete

Role Types

- Decision Maker
- Service
- TM Decision Maker
- Other
- Influencer
- TM Service
- Authorized Signer

Practice and Apply: Update contacts

OPPORTUNITIES

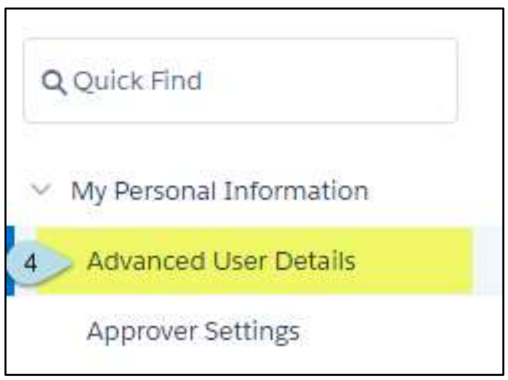
Opportunity Team

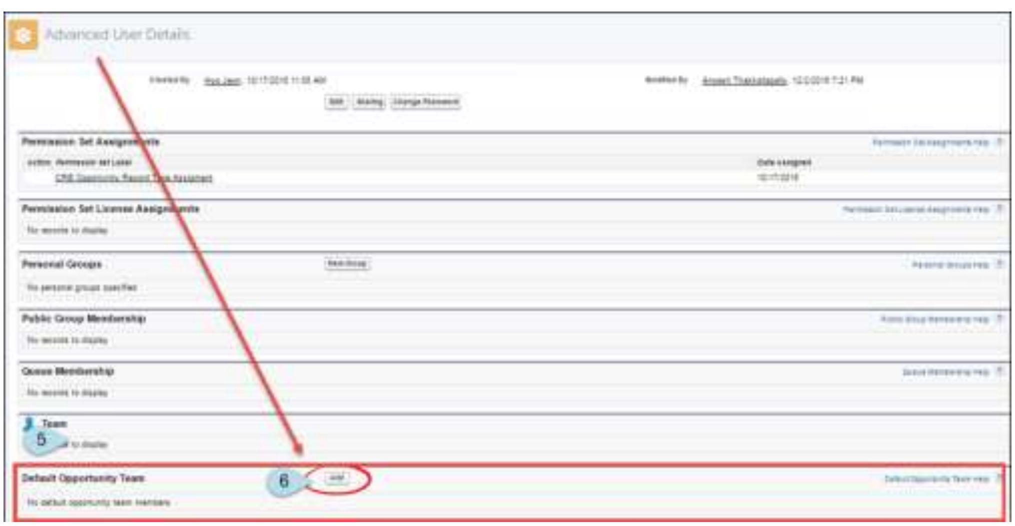
A default opportunity team is the group of coworkers who you typically work with on opportunities.

Create Default Opportunity Team

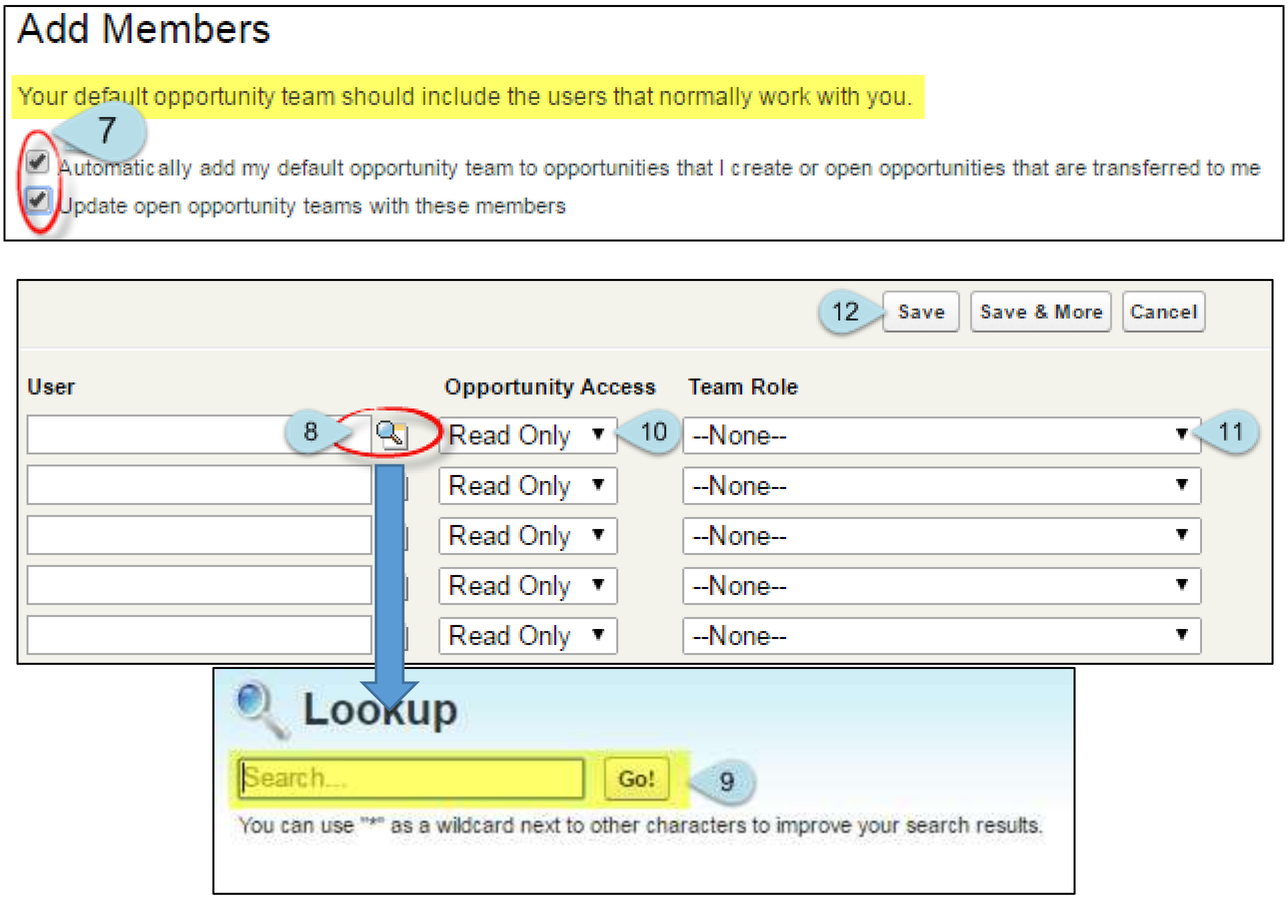
1. Navigate to Home Screen
2. Click on profile circle on the far right side of the screen
3. Select **Settings**

4. Navigate to **Quick Find** window on the left side of the screen, and select **Advanced User Details**
5. Scroll down to **Default Opportunity Team** link to reveal the **Default Opportunity Team** window
6. Select **Add**





7. Check the boxes most appropriate for your team
8. Click on magnifying glass icon to look-up team members
9. Start typing names to find your team member, or use “*” as a wildcard search
10. Assign Opportunity Access
11. Assign Team Role
12. Click Save



Only ONE Opportunity Team may be saved as a default; however, updates can be made.

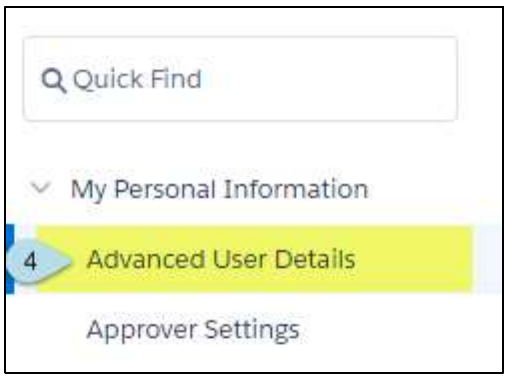
__Opportunity Access Types__
- Read Only
- Read / Write

__Team Role Types__
- Relationship Manager
- Underwriter
- Specialist
- Primary CSS
- Treasury Rep
- CM Derivatives
- Secondary TM Dedicated (Backup DSA)
- Secondary Relationship Manager
- Secondary Underwriter
- TMSO / CME
- Secondary CSS
- Syndication
- Primary TM Dedicated (Primary DSA)
- CCD

Update Default Opportunity Team

1. Navigate to Home Screen
2. Click on profile circle on the far right side of the screen
3. Select **Settings**

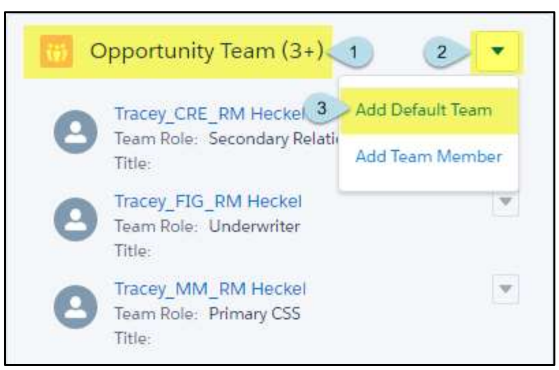
4. Navigate to **Quick Find** window on the left side of the screen, and select **Advanced User Details**
5. Scroll down to **Default Opportunity Team** link to reveal the **Default Opportunity Team** window
6. Select **Edit or Delete**



7. Select **Edit** to Update the Default Team. Update **Opportunity Access** and **Team Role** as appropriate
8. Check box to make the changes on all existing open opportunities
9. Select **Save**
10. Select **Del** to Delete a Team Member. Check the box to remove the user from relevant open Opportunity Teams
11. Click **Delete**

Add Default Team to Existing Opportunity

1. Scroll to **Related** section of the Opportunity object, and scroll down to **Opportunity Team**
2. Click on the drop-down menu arrow
3. Click **Add Default Team**



Practice and Apply: Create Default Opportunity Team

Opportunity Defined

Opportunities, or deals, are identified as either a Single Opportunity or a Multi-Product Opportunity. RMs should only include credit products on their opportunities. Product partners will enter separate opportunities for their products

Single Opportunity

Single Opportunity is selected for Opportunities with only one Credit Product (e.g., Term Loan)
Steps include:
Opportunity Details → Sales Stages / Milestones → Product Implementation

Multi-Product Opportunity

Multi-Product Opportunity is used for Opportunities with multiple Credit Products (e.g., Term Loan A, Term B, and a Letter of Credit)
Steps for each product include:
Opportunity Details → Sales Stages / Milestones → Product Implementation

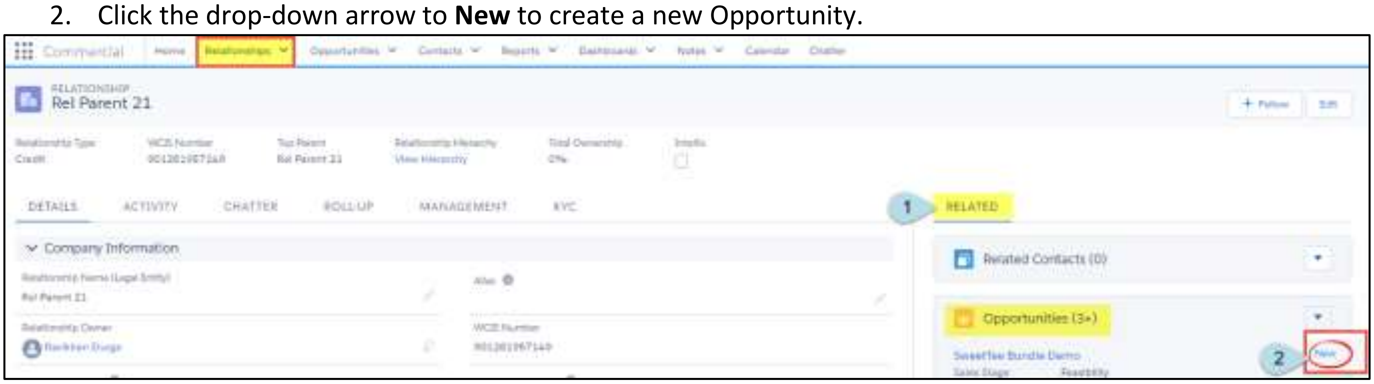
Visibility

Users across the LOB will see Opportunity information at-a-glance, but will not be able to view all the details. People managers will be able to see the details of their own Opportunities, and the details of their direct reports' Opportunities.

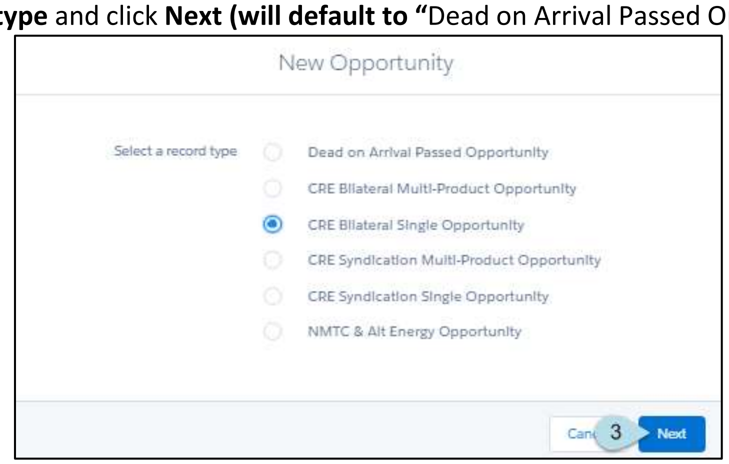
Create a New Bilateral Single Opportunity

Select the Relationship for which you will add the Opportunity

1. Navigate to the Related List on the right side of the page, and scroll down to **Opportunities**,
2. Click the drop-down arrow to **New** to create a new Opportunity.

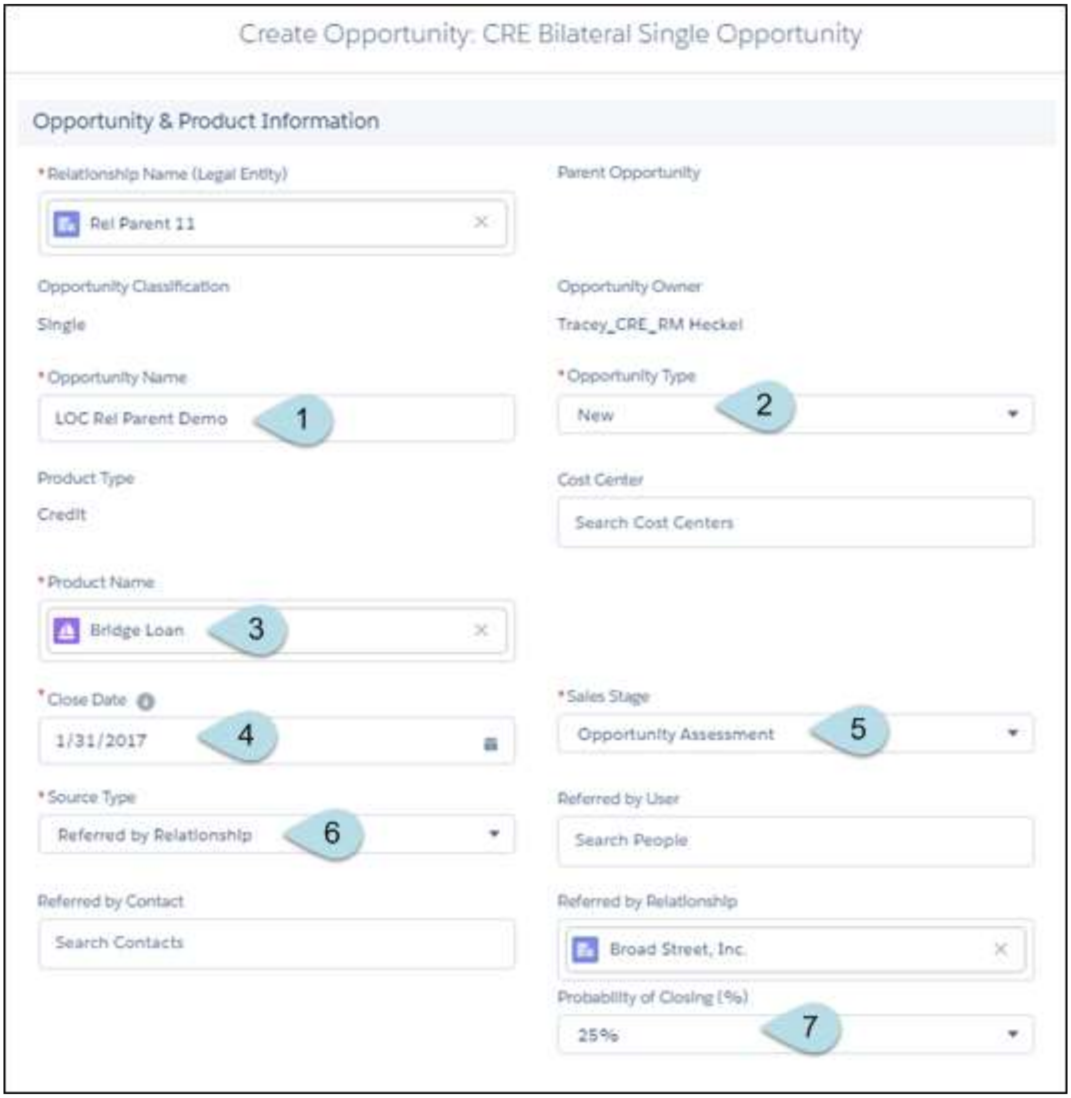


3. Select the **record type** and click **Next (will default to "**Dead on Arrival Passed Opportunity**")**



Opportunity & Product Information

1. Type a name for the opportunity that reflects the type of product (e.g., Building Loan)
2. Select the **Opportunity Type** from the drop-down list
3. Type the product name in the field to begin the Search feature; select from products provided.
4. Select **Close Date** by clicking on the calendar icon to the right of the field and finding the close date
5. Select **Sales Stage** from the drop-down list **(new Opportunities must begin at Opportunity Assessment)**
6. Select **Source Type** from the drop-down list
7. Select **Probability of Closing** from the drop-down list



Opportunity Types (callout #2)

- New
- Line Increase
- Renewal
- Modification
- Conversion
- Extension
- Recast

Most Common CRE Product Types (callout #3)

- Construction Loan
- Term/Permanent Loan
- Agency Wedge 2
- Agency Wedge 1
- Line of Credit
- Warehouse LOC
- REIF LOC
- REIT LOC
- Subscription LOC
- Letter of Credit
- Other Credit
- Bridge Loan

Sales Stages (callout #5)

- Opportunity Assessment
- Feasibility
- Underwriting
- Sales Complete
- Account Set-Up
- Won-Funded
- Closed-Lost
- Closed-Declined
- Closed-Passed
- Closed-Record Type Change

Source Types (callout #6)

- None
- Referred by Internet User
- **Referred by Contact**
- COF Supplier
- Retail / SBB
- **Self-Generated**
- Referred by Relationship
- Lead Origination Tool
- Marketing / Event
- TM Cross-Sell Tool

Credit Information

See matrix below for entry examples

		Bilateral		
		New Loan	Renewal	
		All New Money	w/ New Money	No New Money
	Description	*New $10M loan*	*Renew $15M loan w/ $5M new money*	*Renew $10M loan w/ no new money*
COF Commitment	*Total MCE of Facility*	**$10M**	**$15M**	**$10M**

Property Collateral Information

Property Type and address information is required unless product type is:

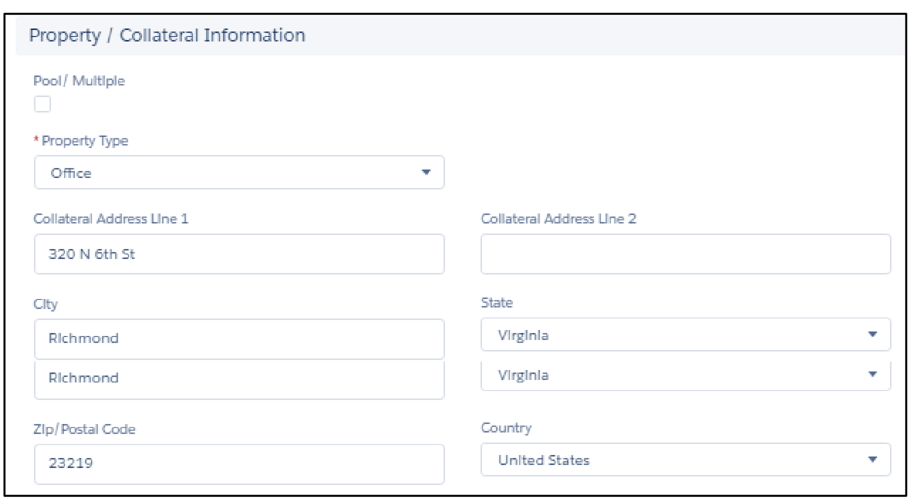
- Line of Credit
- REIF LOC
- REIT LOC
- Subscription LOC
- Warehouse LOC

<u>OR</u>

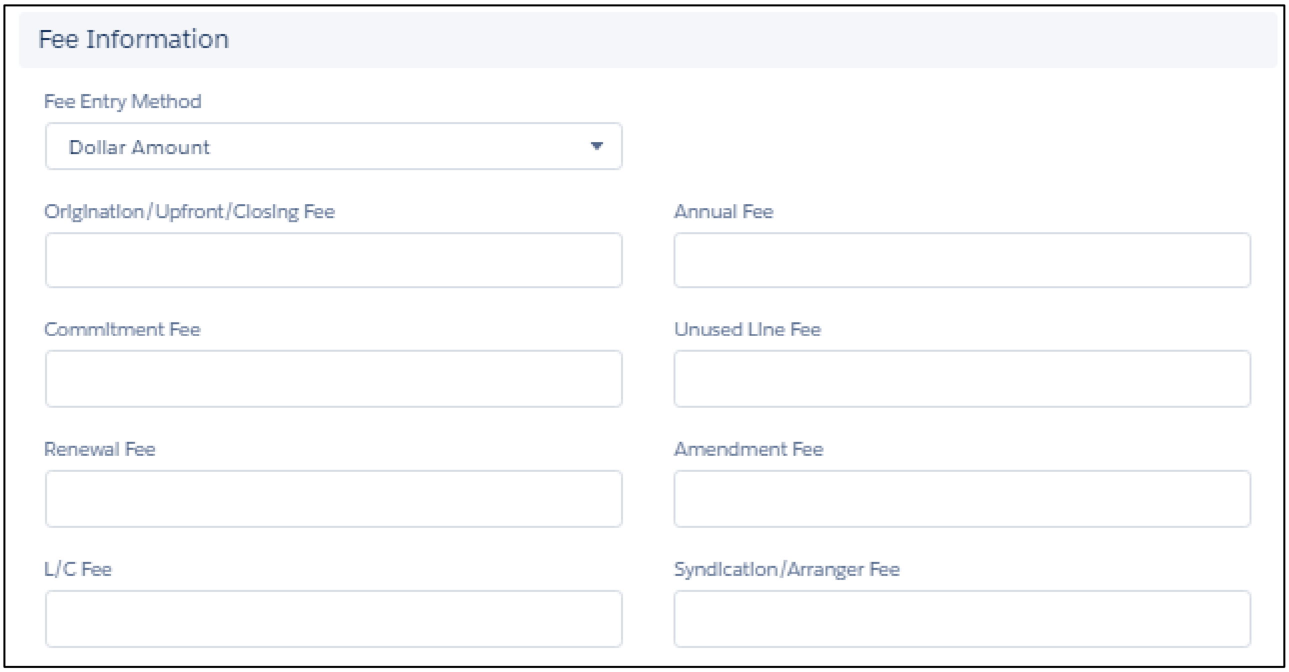
- Property type is "Unsecured"

<u>OR</u>

- "Pool / Multiple" box is checked



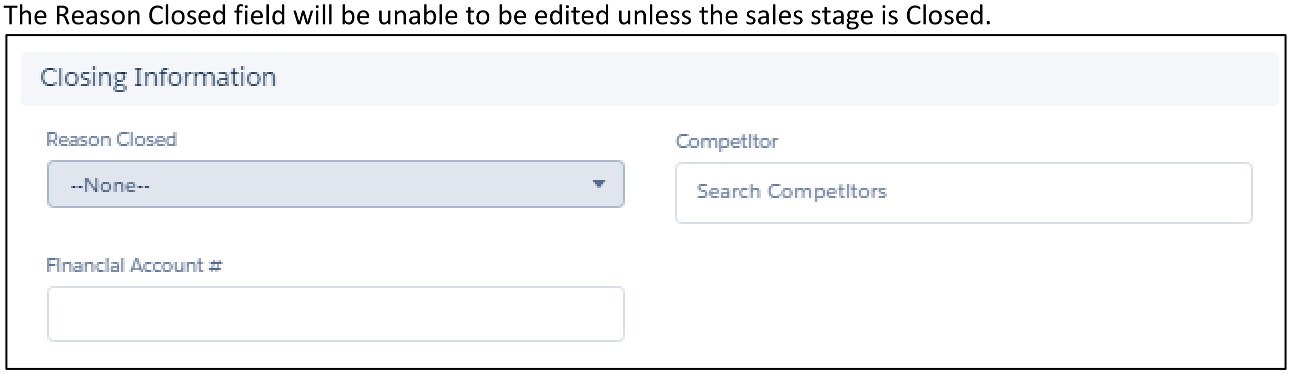
Fee Information



Revenue Aggregation

Closing Information

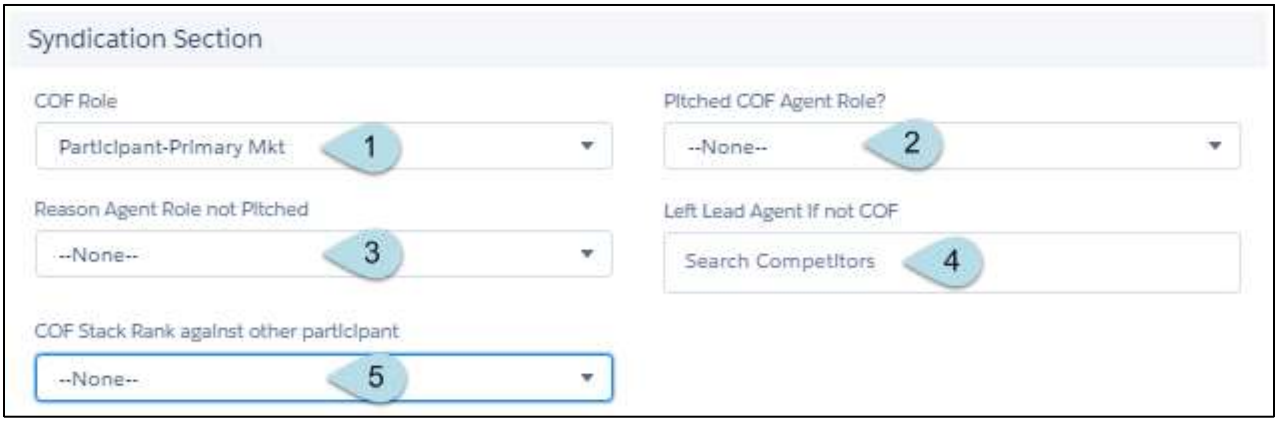
The Reason Closed field will be unable to be edited unless the sales stage is Closed.



Create a New Syndication Single Opportunity

Creating a Syndication Opportunity is the same process as creating a Bilateral Opportunity, with the exception of the following sections.

Syndication



COF Role (callout #1)

- Bilateral Non-Syndication
- Lead Agent / Left
- Co-Lead Agent / Right
- Other Named Agent
- Participant – Primary Market
- Participant – Secondary Market
- Bilarteral-Equity Tag
- Syn-Equity Tag
- Equity
- Equity-Tag

Reason Agent Role Not Pitched (callout #2)

- Extended Lead
- Credit Limitations
- Short Notice 2

COF Stack Rank (callout #5)

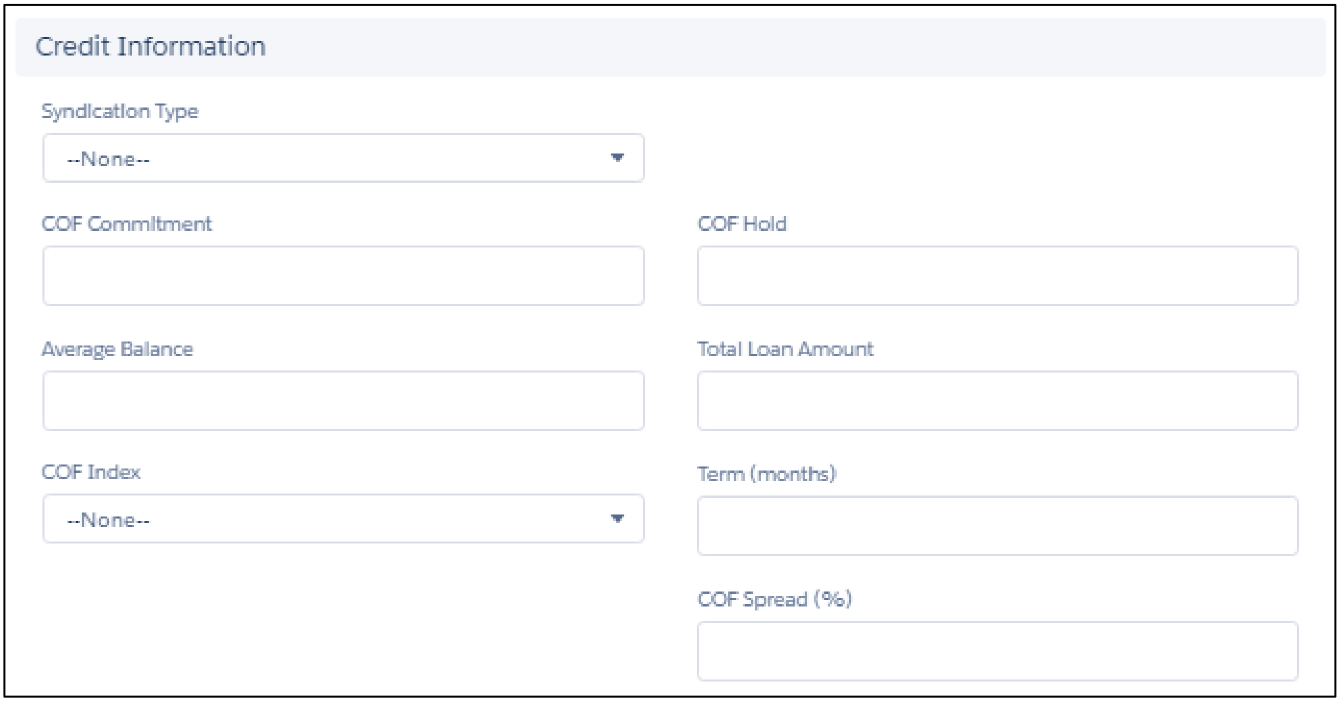
- Agent
- Top 3
- Top 5
- Top 10
- Other

Credit Information

See matrix below for entry examples

Syndication Type

- ○ Best Efforts
- ○ Underwritten



Credit Information

Syndication Type

--None--

COF Commitment

COF Hold

Average Balance

Total Loan Amount

COF Index

--None--

Term (months)

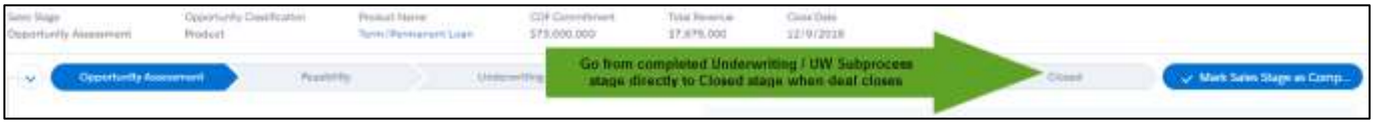
COF Spread (%)

		Syndicated		
		New Loan	Renewal	
		All New Money	w/ New Money	No New Money
	Description	*$15M New Loan (COF portion is $5M)*	*Renew $15M loan w/ $5M new COF money (COF portion is $10M)*	*Renew $15M loan (COF portion is $5M)*
Total Loan Amount	*Total MCE of Facility*	**$15M**	**$20M**	**$15M**
COF Commitment	*Total MCE of Facility (only COF portion)*	**$5M**	**$10M**	**$5M**
COF Hold	*Incremental MCE for a refinance / renewal*	**$5M**	**$5M**	$0M

Practice and Apply: *Create two single opportunities*

The facilitator will provide specific dummy relationships with which to work for this activity

Sales Stages



Opportunity Assessment

Guidance for Success **<u>NOTE:</u>** An opportunity owner and the owner's manager (as defined in the role hierarchy) will be able to change ownership of the opportunity <u>only</u> at <u>Opportunity Assessment</u> stage. When the deal advances past this stage, the owner will not be able to change ownership.	**Responsible**
• **Preliminary Review:** Date RM reviews preliminary opportunity information and informs appropriate parties through issuance pre-screen memo and/or informal conversation. • **Cross Sell Feasibility Determined** Date RM determines the feasibility of cross sell opportunities. TM associates should be added to Relationship team as needed.	RM

Feasibility

Guidance for Success **NOTE: The Underwriting Subprocess begins with required CAM dates to advance past this stage**	**Responsible**
• **Term Sheet Issued**: Date when RM sends term sheet over to the Relationship. • **Term Sheet Accepted**: Date when Relationship accepts the term sheet. Once date is entered, RM can update the Sales Stage.	RM

Underwriting

Guidance for Success **NOTE: The Underwriting Subprocess must be completed before updating this stage** **NOTE: Go directly from completing this stage by Marking Stage as Complete to Closed stage**	**Responsible**
Once final loan documents are accepted by Relationship, RM can update the Sales Stage	RM / UW

Closed

Definition	**Used for**
Won – Funded	Deal was approved and has been funded
Closed - Lost	Prospect/customer rejected proposal (went with another lender OR did not do the deal)
Closed - Passed	COF decided not to do the deal before the deal reached the Underwriting stage
Closed - Declined	Deal went through underwriting and was not approved by DRM or lead Underwriter. Compliance information (Reg B/ HMDA) has to be recorded.
Closed - Record Type Change	Record type changes. e.g., a bilateral opportunity becomes a syndicated opportunity.

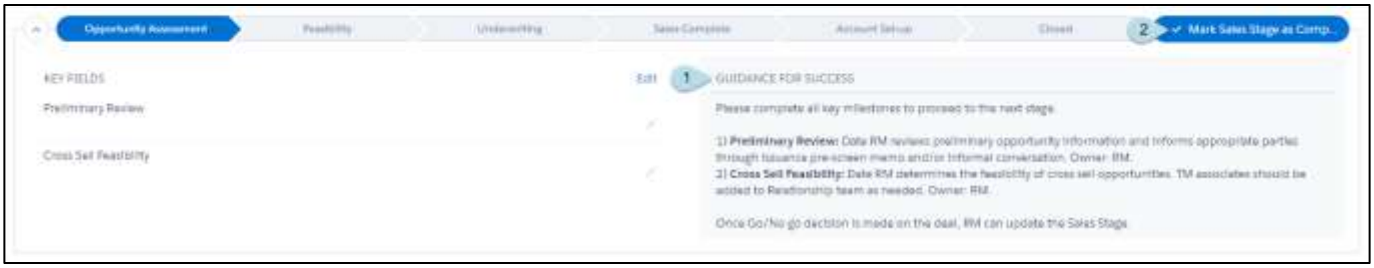
Advance Sales Stages

Specific sales stage field requirements can be found on the Sales Stage Advancement Matrix job aid.

Manage Opportunity Assessment Stage

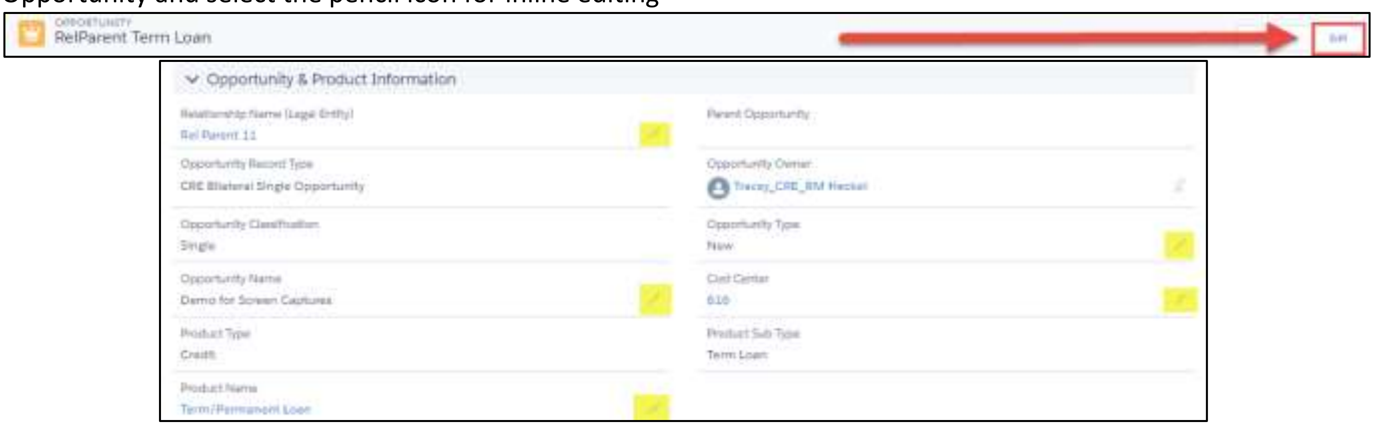
Navigate to the **Opportunities** tab and select the opportunity to manage

1. Review **Guidance for Success** section of the window and complete as directed
2. Click **Mark Sales Stage as Complete** to advance to the next stage



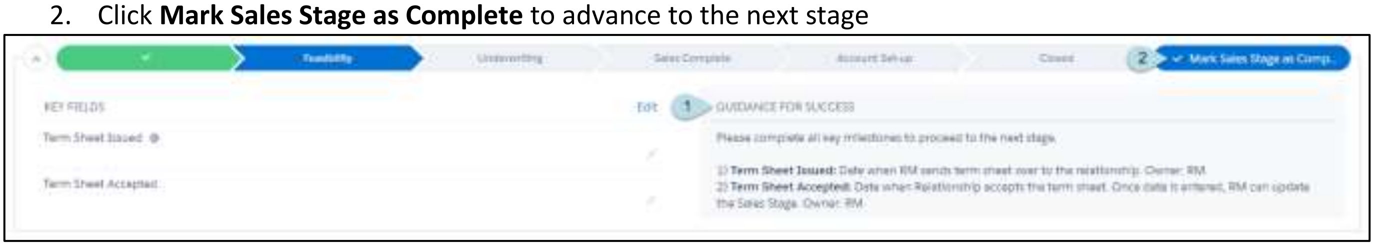
If other fields require completion before moving forward, an error box will appear at the top of the page with instructions for completing required fields.

To edit record fields, navigate to the top right of the Opportunity object and select **Edit** <u>or</u> scroll down in the Opportunity and select the pencil icon for inline editing



Manage Feasibility Stage

1. Review **Guidance for Success** section of the window and complete as directed
2. Click **Mark Sales Stage as Complete** to advance to the next stage



Credit Action Memo (CAM) dates in the Underwriting Subprocess must be updated to move to the Underwriting Stage

Manage Underwriting Stage

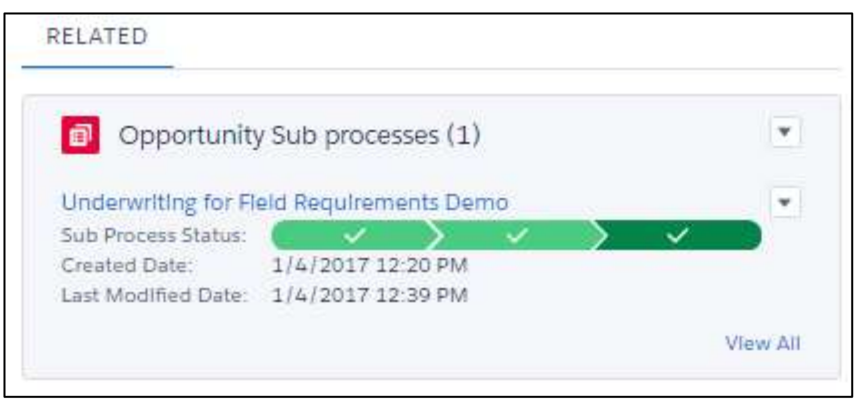
1. Review **Guidance for Success** section of the window and complete as directed
2. Scroll to the **Underwriting Subprocess** section of the Opportunity **Related List** and select **Edit**
   - The underwriter will be notified that a sub-process has been created, and will have all the required information available through usual channels

Underwriting Sub-Process

In order to move past the Underwriting Sub-Process stage, all fields shown in the screen captures must be completed as directed.

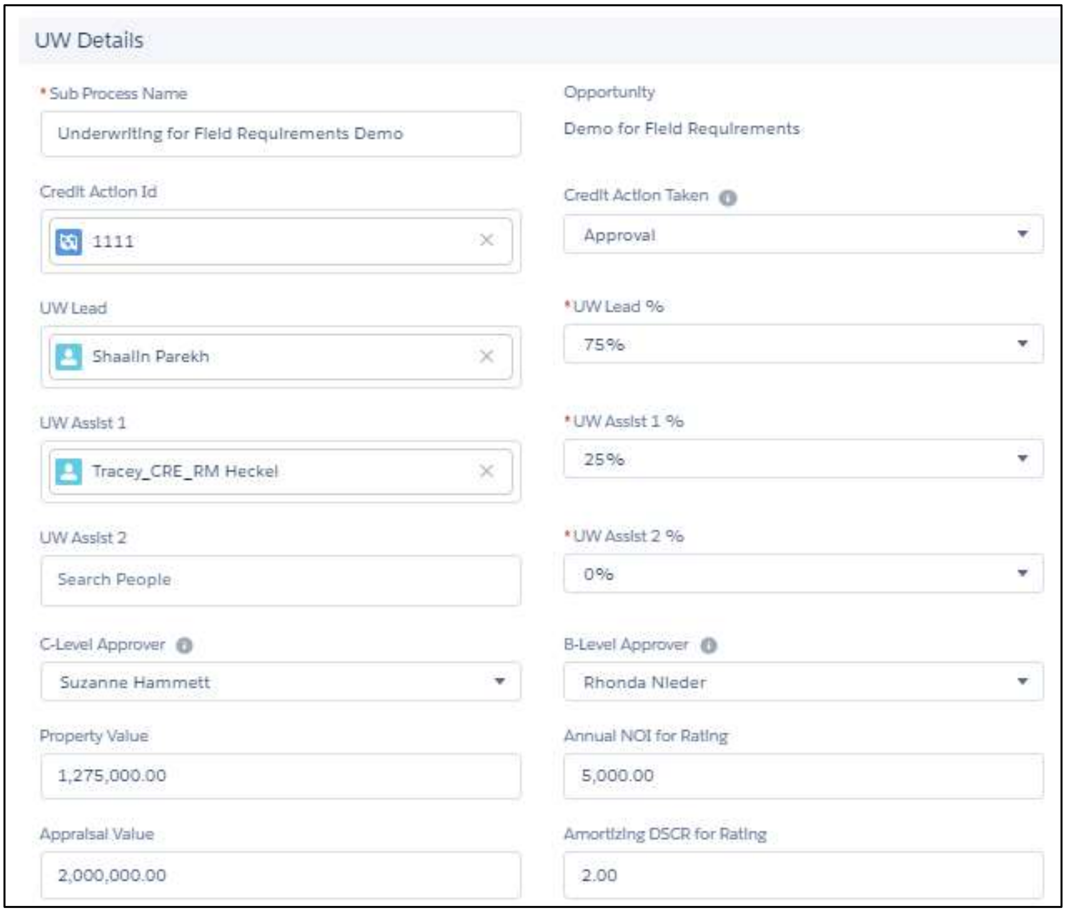
<u>Section 1</u>: Credit Action Memo (CAM) Dates

Relationship Manager will complete this section. Click Save when fields are complete. The chevrons in the Related List Opportunity Underwriting Sub Process field will display Started, In Progress, or Complete.



<u>Section 2</u>: UW Details

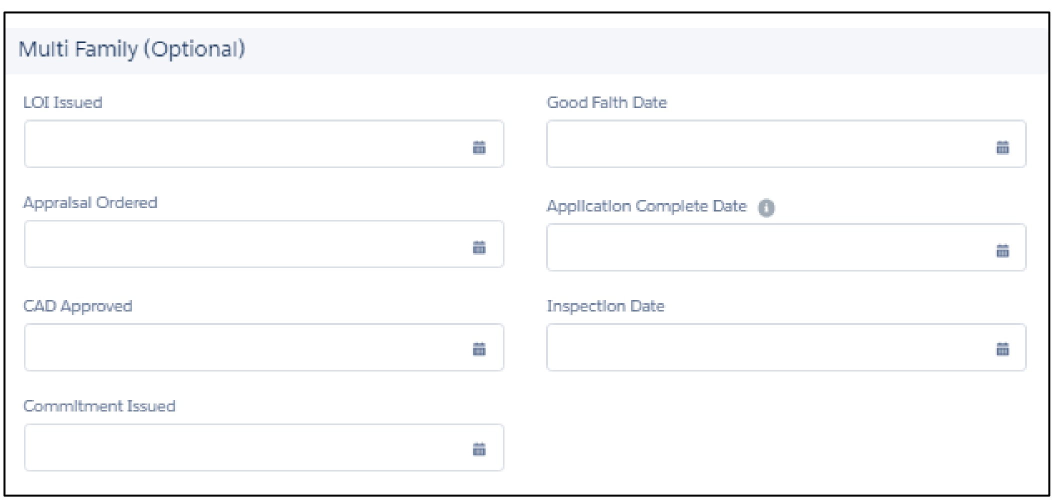
Underwriter will complete this section


UW Details

*Sub Process Name: Underwriting for Field Requirements Demo
Opportunity: Demo for Field Requirements
Credit Action Id: 1111
Credit Action Taken: Approval
UW Lead: Shaalin Parekh
*UW Lead %: 75%
UW Assist 1: Tracey_CRE_RM Heckel
*UW Assist 1 %: 25%
UW Assist 2: Search People
*UW Assist 2 %: 0%
C-Level Approver: Suzanne Hammett
B-Level Approver: Rhonda Nieder
Property Value: 1,275,000.00
Annual NOI for Rating: 5,000.00
Appraisal Value: 2,000,000.00
Amortizing DSCR for Rating: 2.00

<u>Section 3</u>: Multi-Family (Optional)

This section will be required based on loan / collateral type, and will be completed by Underwriter


Multi Family (Optional)

LOI Issued
Good Faith Date
Appraisal Ordered
Application Complete Date
CAD Approved
Inspection Date
Commitment Issued

Manage Sales Complete

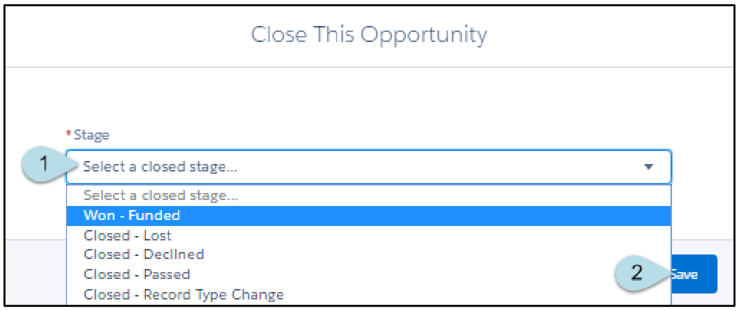
No actions required; click **Mark Sales Stage as Complete** to move forward to Manage Account Setup.

Manage Account Setup

No actions required; click **Mark Sales Stage as Complete** to move forward to Manage Closed.

Manage Closed

1. Select the appropriate closed stage
2. Click **Save**

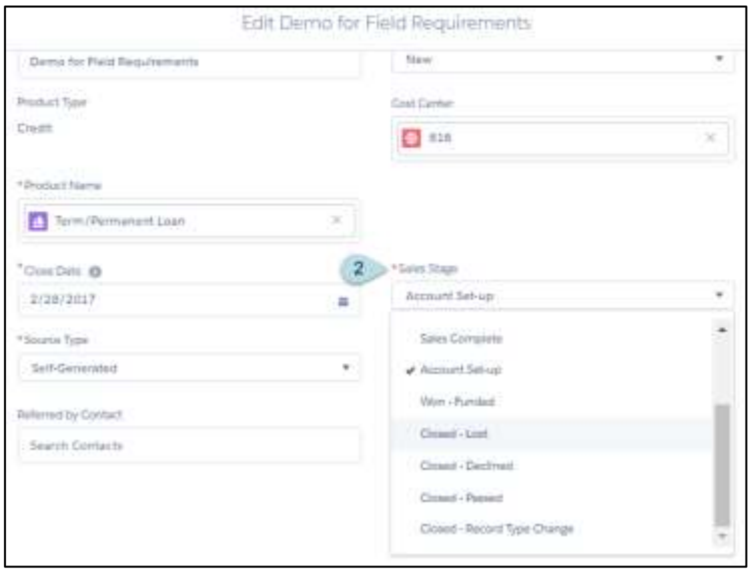


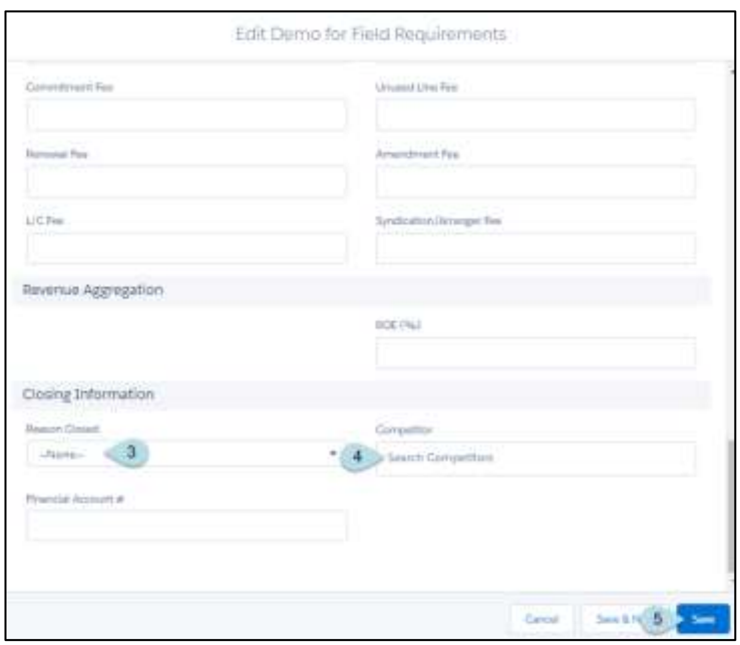
Practice and Apply: Advance the created Opportunities through Sales Stages

Closing a Deal – No Funding

In the event that we do not win a deal:.

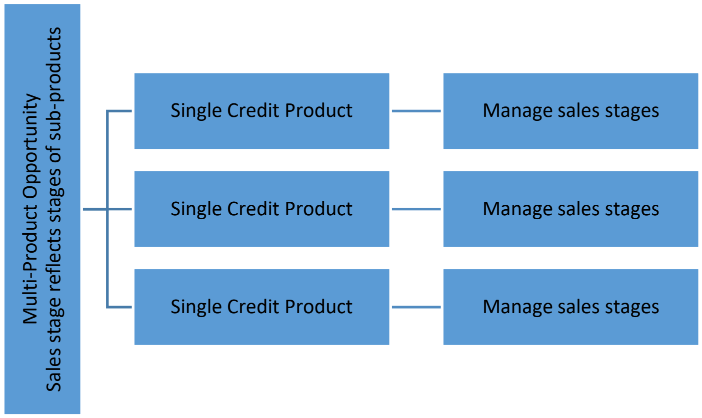
1. Select Edit at the top of the Opportunity object
2. Update the sales stage field to anything other than Won-Funded
3. Complete Closing Reason
4. Complete Competitor Information
5. Click Save





Create Multi-Product Opportunity

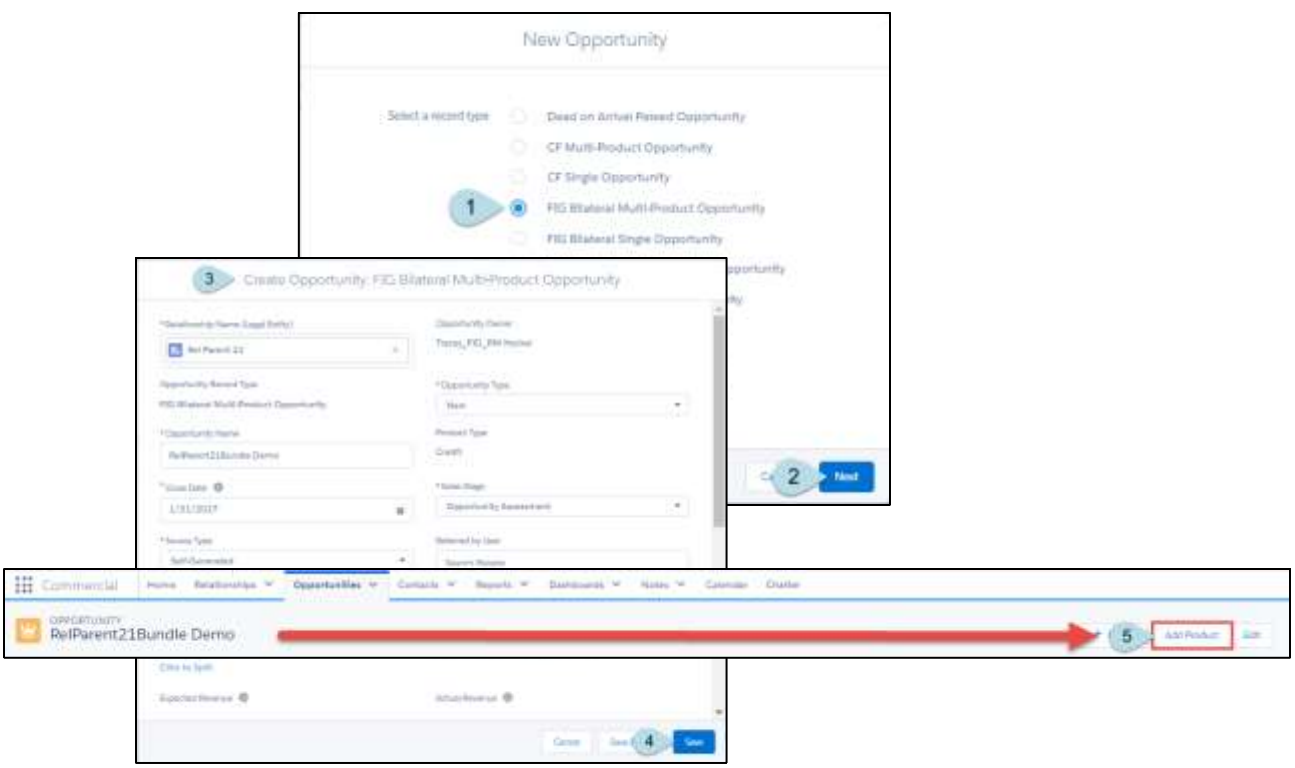
Creating a multi-product Opportunity in Salesforce is very much like creating a Single Opportunity, with a few exceptions.



Creating a Multi-Product Opportunity is a multi-step setup

1. Select a record type reflecting a Multi-Product Opportunity
2. Click **Next**
3. Complete required fields for multi-product Opportunity
4. Click **Save**
5. **Create new products (at least 2) to be bundled within the opportunity by following Create Single Opportunity process**

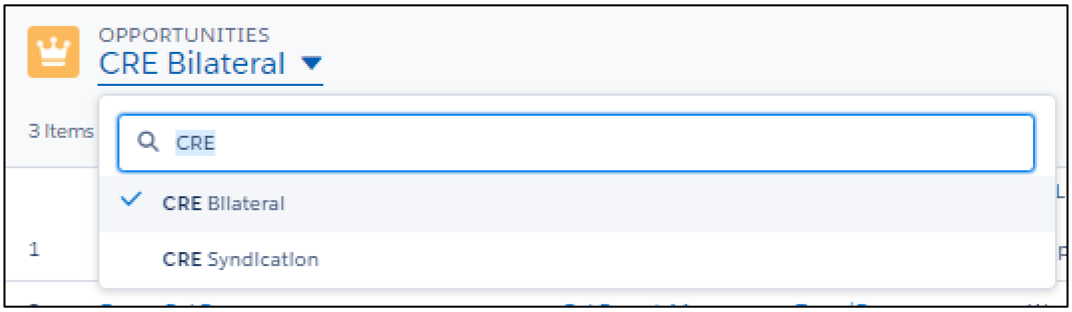
Advance sales stages ***in each of the products*** to advance the sales stage of the multi-product Opportunity



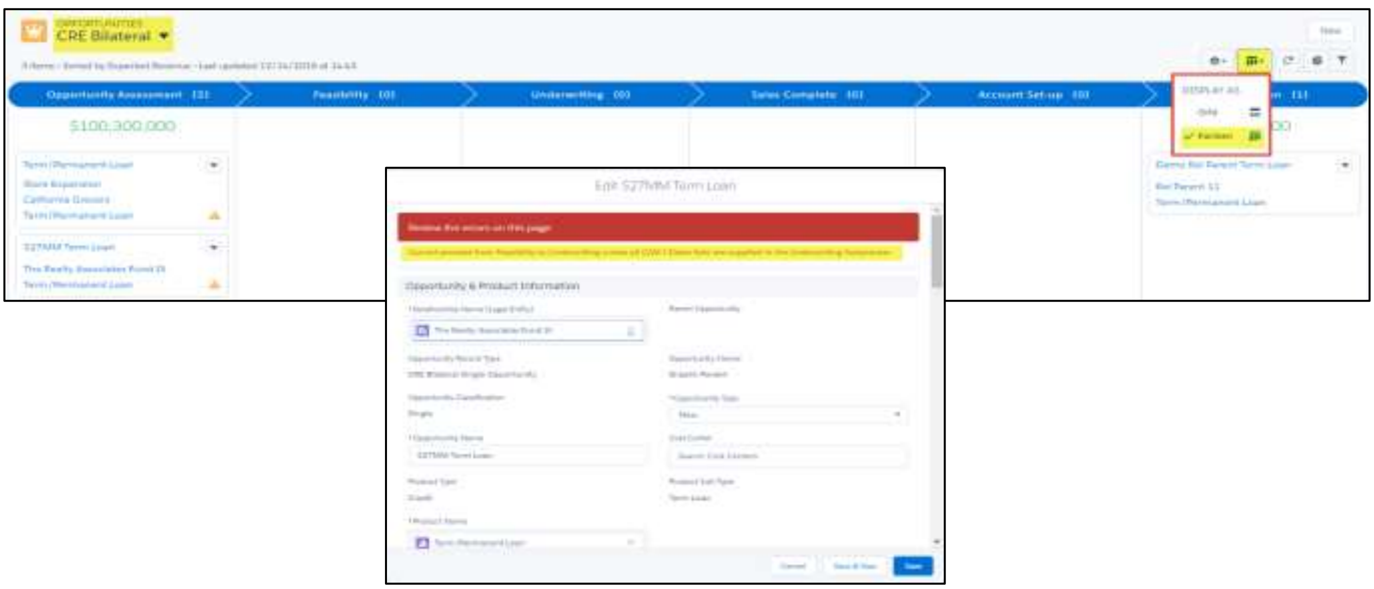
Review Opportunities from List View

CRE-Specific Views

1. From the Opportunities tab, go to the drop-down menu next to Opportunities Recently Viewed, and select either CRE Bilateral View or CRE Syndication View



2. You can view in a Grid and make inline edits to each of the relevant products, or switch to Kanban view to drag and drop products to advance their sales stage
3. If more information is required when moving to a new sales stage, the edit window will pop up and direct you to the appropriate fields for completion.



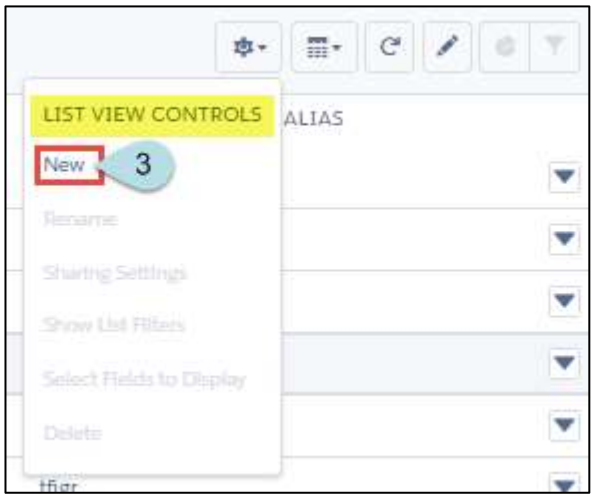
Customized List Views

List views can be customized to enable users to filter data based on specifications.

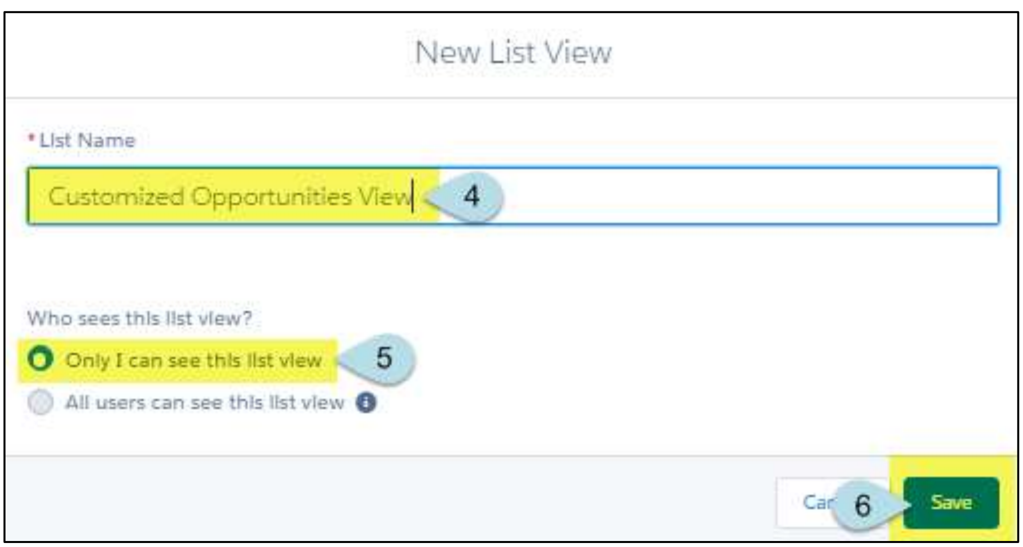
Create a Custom View

1. Navigate to the **Opportunities Object** list
2. Click on the gear icon on the right side of the screen to reveal the **List View Controls**

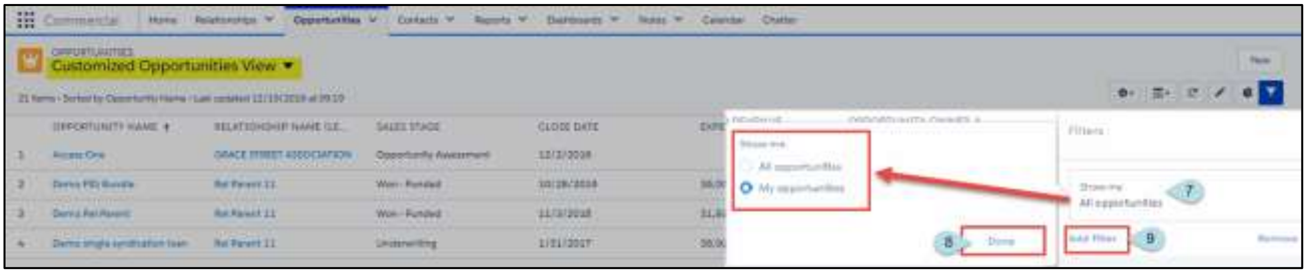
3. Select **New** in the **List View Controls**



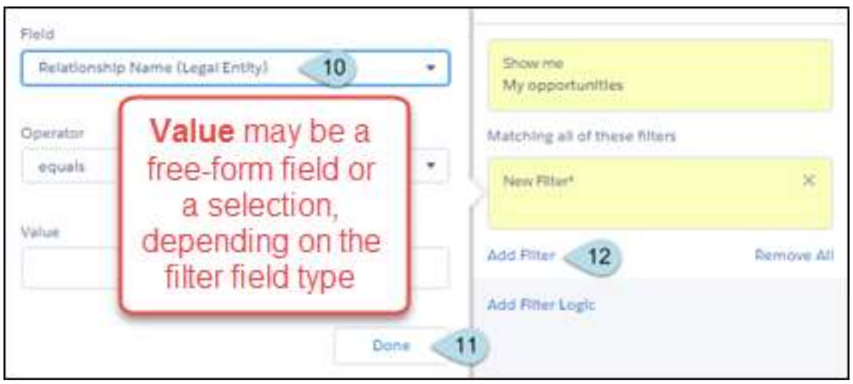
4. Name the list
5. Identify list visibility
6. Click **Save**



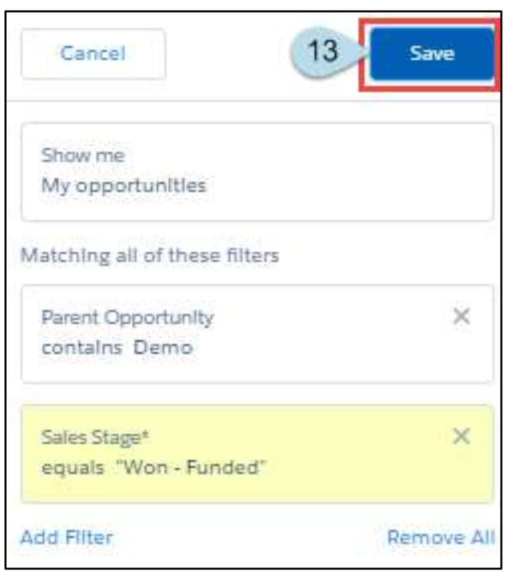
7. Begin filtering information for your customized list by selecting **All Opportunities** in the Show Me box to reveal which opportunities to view
8. Click **Done** when complete
9. Select **Add Filter** to add additional filter information



10. Continue adding filters by selecting fields, operators, and values if / where necessary
11. Select **Done** after each filter creation
12. Select **Add Filter** to add filters to the view

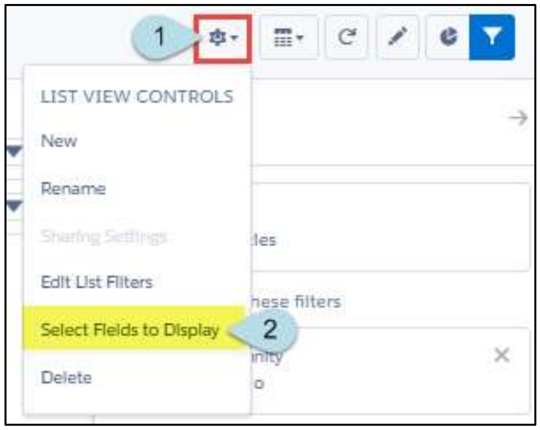


13. When all column selections have been made, select **Save**

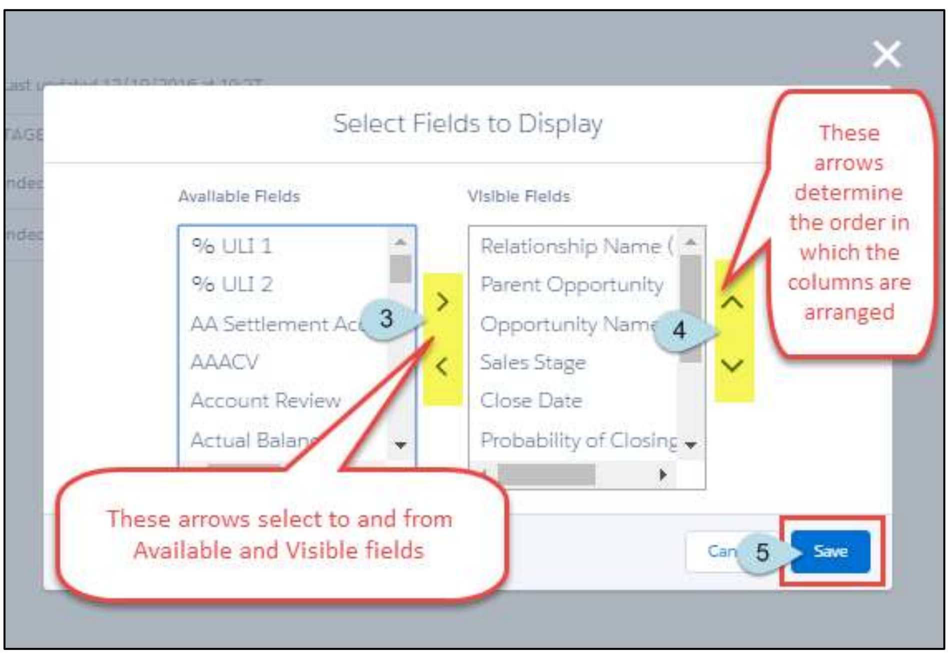


Column Selection and Sequence

1. Select the gear icon
2. Click **Select Fields to Display**



3. Select which columns appear from the left **Available Fields** and click the right arrow to move the column heading to **Visible Fields**
4. Select the order in which the columns appear by highlighting each field in the **Visible Fields** column and using the up / down arrows to the right
5. Click **Save**

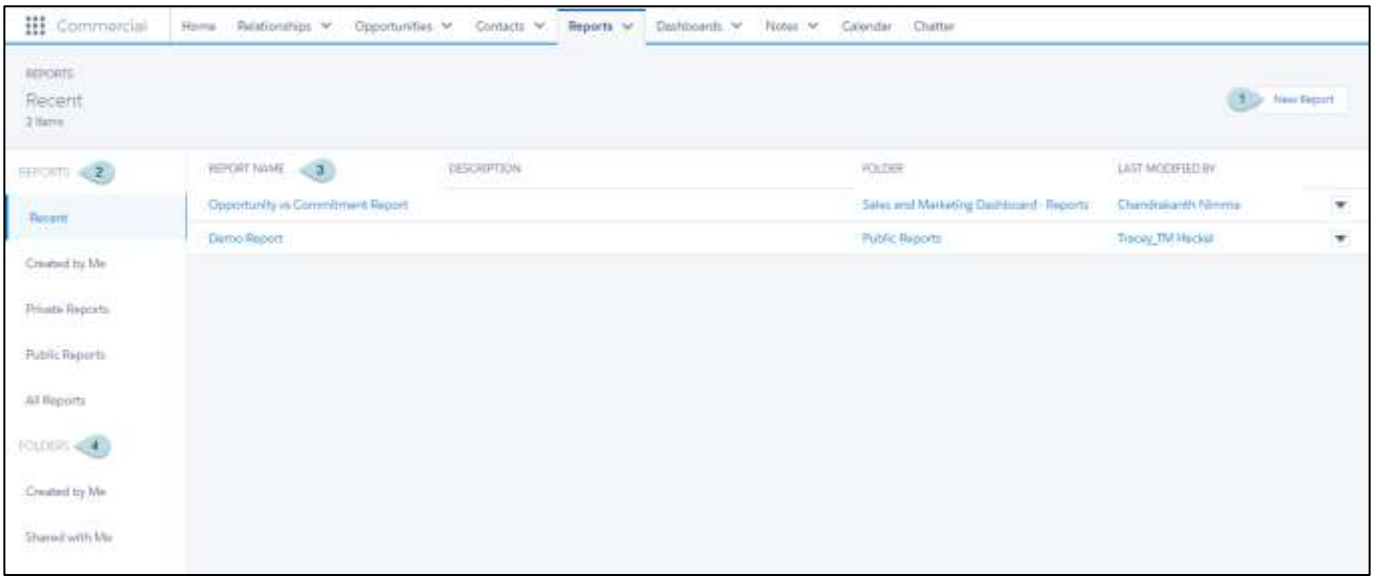


REPORTS

Reporting functionality in Salesforce enables users to create many different iterations of reports. This section serves to outline basic functionality. Future enhancements and learning opporunities will be communicated in the near future.

Reports Tab

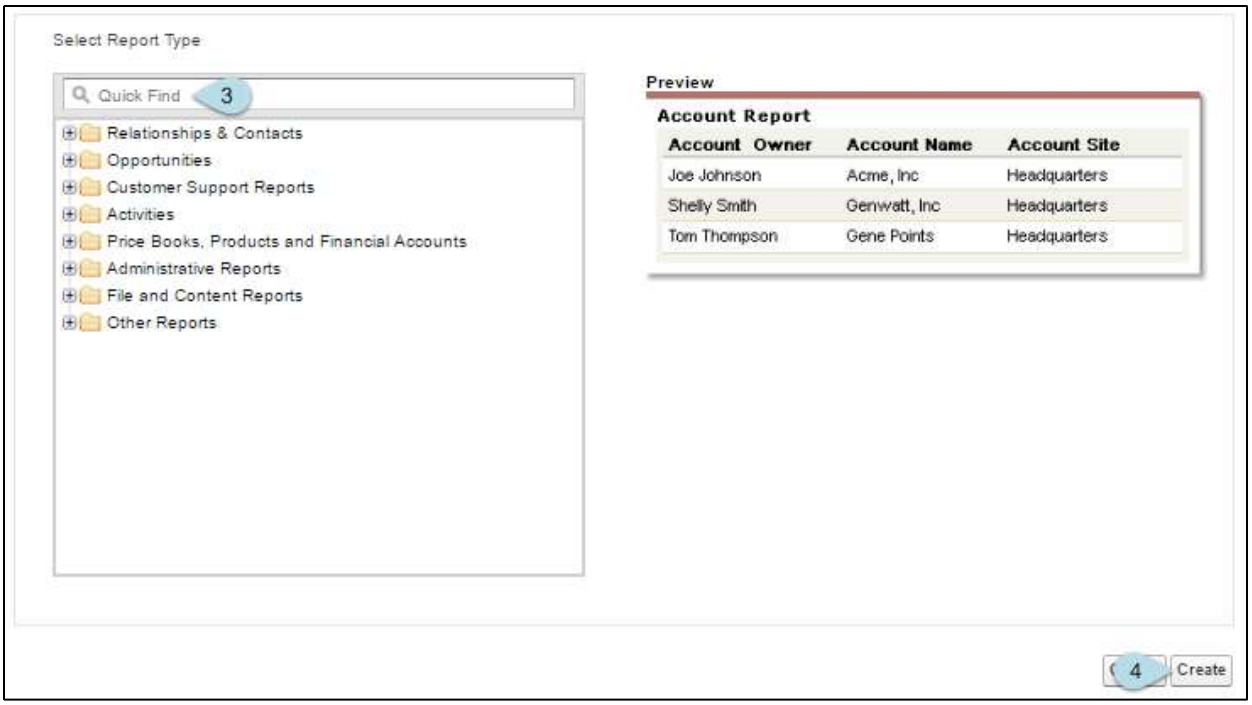
1. Create a New Report
2. Quick Links to Reports
3. Recently Viewed Reports
4. Folders where you can find Reports



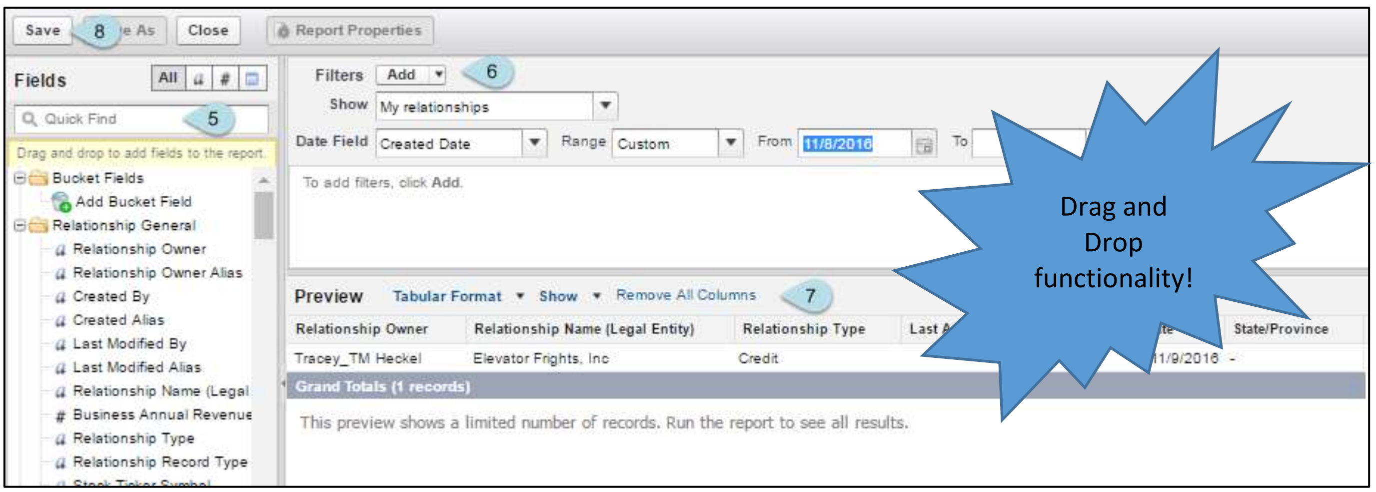
Create a New Report

1. Go to Reports tab
2. Click **New Report**

3. Select the Report type you want to create by searching the folders or typing in the Quick Find Box
4. Click **Create**

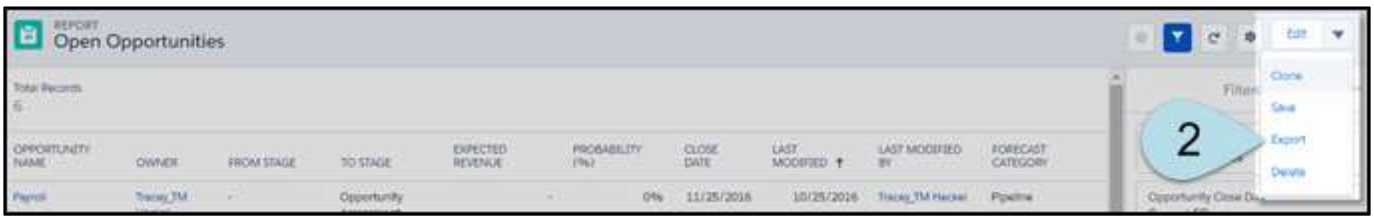


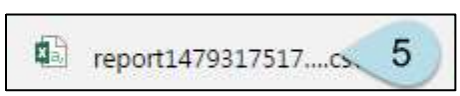
5. Fields Pane
   - Displays fields from the selected report type, organized by folder. Find the fields you want using the **Quick Find** search box and field type filters, then drag them into the Preview pane to add them to the report.
   - Create, view, edit, and delete custom summary formulas and bucket fields in the Fields pane as well.
6. Filter Pane
   - Set the view, time frame, and custom filters to limit the data shown in the report.
7. Preview Pane
   - The dynamic preview makes it easy for you to customize your report. Add, reorder, and remove columns, summary fields, formulas, groupings, and blocks. Change the report format and display options, or add a chart.
   - *The preview shows only a limited number of records. Save and run the report to see all your results.*
8. Save completes the Report



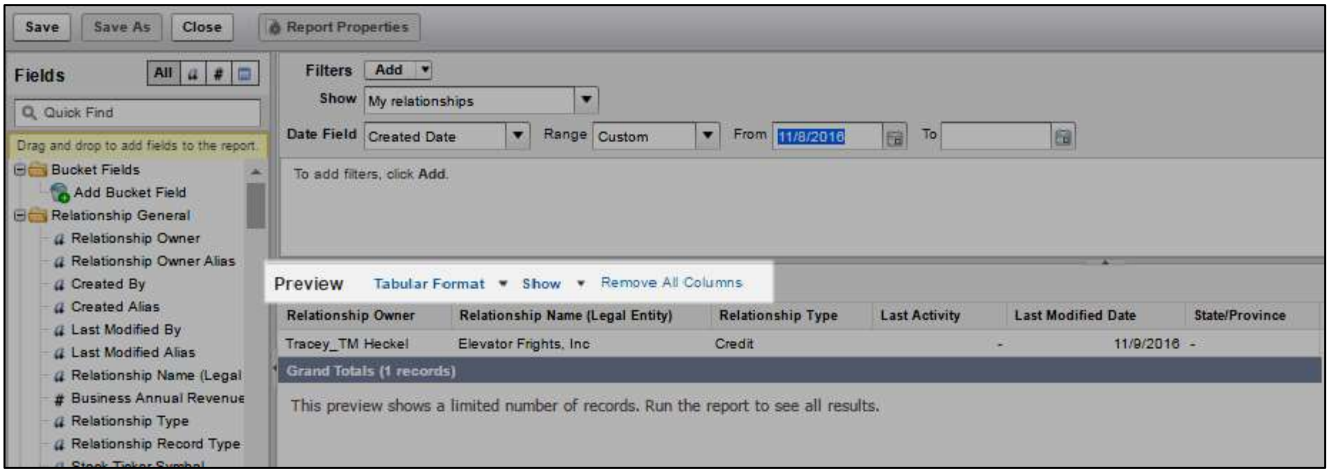
Run and Export Report

1. Click on Run Report
2. From Edit menu, select Export
3. Select type of Export
4. Click Export
5. Export will download to the bottom of your screen





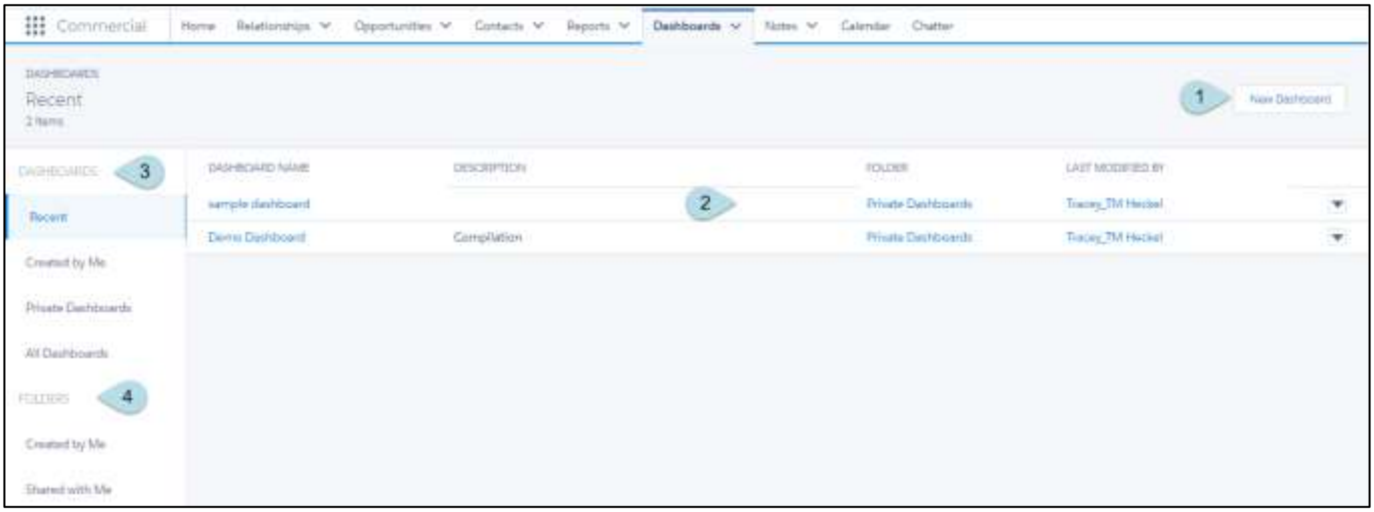
Reports Format



Format	Description
Tabular (default)	Tabular reports are the simplest and fastest way to look at data. Similar to a spreadsheet, they consist simply of an ordered set of fields in columns, with each matching record listed in a row. Tabular reports are best for creating lists of records or a list with a single grand total. They can't be used to create groups of data or charts, and can't be used in dashboards unless rows are limited. Examples include contact mailing lists and activity reports.
Summary	Summary reports are similar to tabular reports, but also allow users to group rows of data, view subtotals, and create charts. They can be used as the source report for dashboard components. Use this type for a report to show subtotals based on the value of a particular field or when you want to create a hierarchical list, such as all opportunities for your team, subtotaled by Stage and Owner. Summary reports with no groupings show as tabular reports on the report run page.
Matrix	Matrix reports are similar to summary reports but allow you to group and summarize data by both rows and columns. They can be used as the source report for dashboard components. Use this type for comparing related totals, especially if you have large amounts of data to summarize and you need to compare values in several different fields, or you want to look at data by date *and* by product, person, or geography. Matrix reports without at least one row and one column grouping show as summary reports on the report run page.
Joined	Joined reports let you create multiple report blocks that provide different views of your data. Each block acts like a "sub-report," with its own fields, columns, sorting, and filtering. A joined report can even contain data from different report types. Joined reports are available only in **Enterprise**, **Performance**, **Unlimited**, and **Developer** Editions.

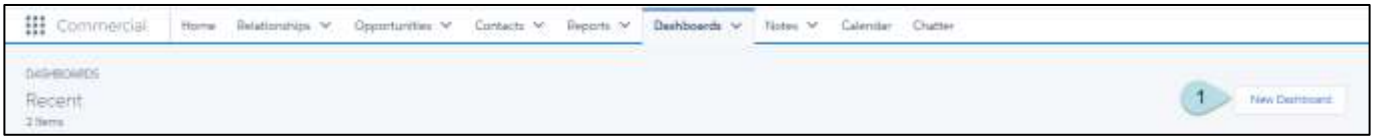
Dashboard Tab

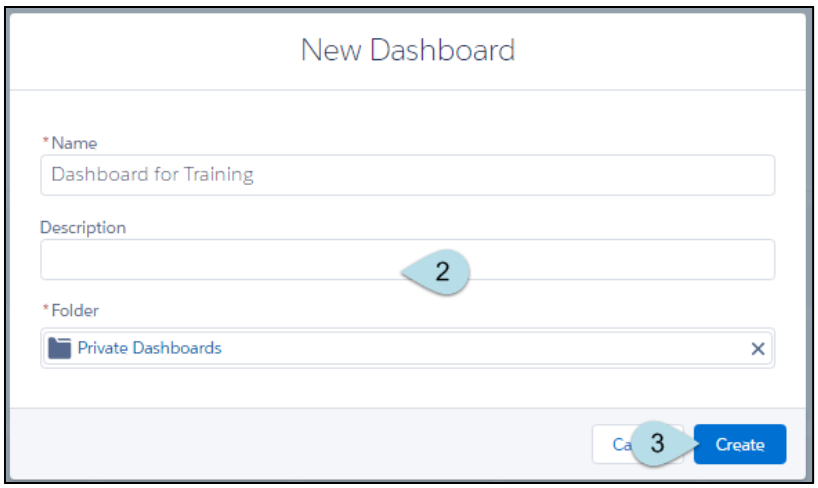
1. Create a New Dashboard
2. Quick Links to Dashboards
3. Recently Viewed Dashboards
4. Folders where you can find Dashboards

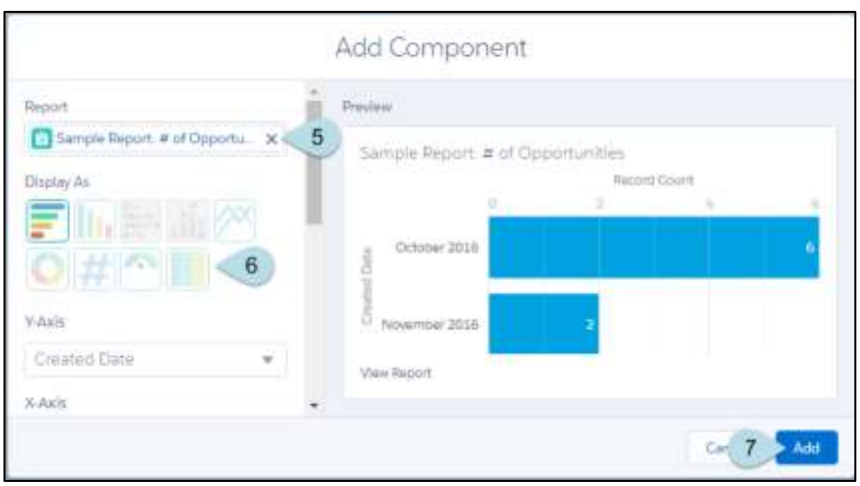


Create a Dashboard

1. Select New Dashboard
2. Enter Dashboard name and select folder for storage
3. Click Create
4. Click Add
5. Select the report to add to the dashboard
6. Select the chart display type
7. Click Add







Helpful Links

Build a New Report
https://help.salesforce.com/articleView?id=reports_builder_editing.htm&type=0&language=en_US#firstQueryMeta=%5Bobject%2520Object%5D

Report on Historical Changes
https://help.salesforce.com/articleView?id=reports_historical_trending.htm&type=0&language=en_US&release=204.13

Creating and using Bucket Fields
https://resources.docs.salesforce.com/200/10/en-us/sfdc/pdf/salesforce_reports_bucketing_cheatsheet.pdf

Creating and using Formulas fields in Reports
https://help.salesforce.com/articleView?id=reports_builder_fields_formulas.htm&type=0&language=en_US&release=204.13

Creating a New Dashboard
https://help.salesforce.com/articleView?id=rd_dashboards_overview.htm&type=0&language=en_US&release=204.13

Schedule Reports
https://resources.docs.salesforce.com/204/11/en-us/sfdc/pdf/salesforce_reports_schedule_cheatsheet.pdf
(similar steps for dashboard scheduling)