Sure, here's a database schema for a Sales Management System that includes both an ERP (Enterprise Resource Planning) and a CRM (Customer Relationship Management) component:

**ERP Database Schema:**

**Tables:**

1. **Customers:** Contains information about the company's customers, including their name, contact information, billing address, shipping address, and payment terms.
   * CustomerID (primary key)
   * CustomerName
   * ContactName
   * ContactTitle
   * Address
   * City
   * Region
   * PostalCode
   * Country
   * Phone
   * Fax
   * PaymentTerms
2. **Products:** Contains information about the products that the company sells, including their name, description, price, and inventory level.
   * ProductID (primary key)
   * ProductName
   * SupplierID (foreign key to Suppliers table)
   * CategoryID (foreign key to Categories table)
   * QuantityPerUnit
   * UnitPrice
   * UnitsInStock
   * UnitsOnOrder
   * ReorderLevel
   * Discontinued
3. **Orders:** Contains information about customer orders, including the customer, the date of the order, the order status, and the total amount.
   * OrderID (primary key)
   * CustomerID (foreign key to Customers table)
   * EmployeeID (foreign key to Employees table)
   * OrderDate
   * RequiredDate
   * ShippedDate
   * ShipVia (foreign key to Shippers table)
   * Freight
   * ShipName
   * ShipAddress
   * ShipCity
   * ShipRegion
   * ShipPostalCode
   * ShipCountry
   * OrderStatus
   * TotalAmount
4. **OrderDetails:** Contains information about the products that are ordered as part of an order, including the product, the quantity ordered, and the price.
   * OrderDetailID (primary key)
   * OrderID (foreign key to Orders table)
   * ProductID (foreign key to Products table)
   * Quantity
   * UnitPrice
   * Discount
5. **Suppliers:** Contains information about the company's suppliers, including their name, contact information, and payment terms.
   * SupplierID (primary key)
   * SupplierName
   * ContactName
   * ContactTitle
   * Address
   * City
   * Region
   * PostalCode
   * Country
   * Phone
   * Fax
   * PaymentTerms
6. **Categories:** Contains information about the product categories that the company uses.
   * CategoryID (primary key)
   * CategoryName
   * Description
7. **Employees:** Contains information about the company's employees, including their name, contact information, and job title.
   * EmployeeID (primary key)
   * LastName
   * FirstName
   * Title
   * TitleOfCourtesy
   * BirthDate
   * HireDate
   * Address
   * City
   * Region
   * PostalCode
   * Country
   * HomePhone
   * Extension
   * Photo
   * Notes
   * ReportsTo (foreign key to Employees table)
   * Salary
8. **Shippers:** Contains information about the shipping companies that the company uses.
   * ShipperID (primary key)
   * ShipperName
   * Phone

**CRM Database Schema:**

**Tables:**

1. **Leads:** Contains information about potential customers who have expressed interest in the company's products or services, but have not yet become customers.
   * LeadID (primary key)
   * FirstName
   * LastName
   * Company
   * Phone
   * Email
2. **Opportunities:** Contains information about potential sales opportunities with customers, including the customer, the products or services being considered, and the estimated value of the opportunity.
   * OpportunityID (primary key)
   * CustomerID (foreign key to Customers table)
   * ProductID (foreign key to Products table)
   * EstimatedValue
   * OpportunityStatus
3. **Contacts:** Contains information about the company's contacts at customer organizations, including their name, contact information, and job title.
   * ContactID (primary key)
   * CustomerID (foreign key to Customers table)
   * FirstName
   * LastName
   * Title
   * Email
   * Phone
4. **Activities:** Contains information about the company's interactions with customers, including meetings, phone calls, and emails.
   * ActivityID (primary key)
   * ContactID (foreign key to Contacts table)
   * OpportunityID (foreign key to Opportunities table)
   * ActivityType
   * ActivityDate
   * Notes
5. **Campaigns:** Contains information about the company's marketing campaigns, including the campaign name, the start and end dates, and the budget.
   * CampaignID (primary key)
   * CampaignName
   * CampaignStartDate
   * CampaignEndDate
   * CampaignBudget
6. **CampaignResponses:** Contains information about how customers have responded to the company's marketing campaigns, including which campaign they responded to and how they responded.
   * CampaignResponseID (primary key)
   * CampaignID (foreign key to Campaigns table)
   * ContactID (foreign key to Contacts table)
   * ResponseType
   * ResponseDate
7. **Notes:** Contains notes and comments about customers and sales opportunities.
   * NoteID (primary key)
   * CustomerID (foreign key to Customers table)
   * OpportunityID (foreign key to Opportunities table)
   * ContactID (foreign key to Contacts table)
   * NoteText
   * NoteDate
8. **Tasks:** Contains information about tasks that need to be completed

SIMPLIFIED

Sure, here's an example of a database schema for a Sales Management System that integrates with an Enterprise Resource Planning (ERP) database and a Customer Relationship Management (CRM) database.

ERPDATABASE:

Table Name: Customers Columns:

* CustomerID (Primary Key)
* CustomerName
* Address
* City
* State
* ZipCode
* Phone
* Email

Table Name: Products Columns:

* ProductID (Primary Key)
* ProductName
* Description
* Price

Table Name: Orders Columns:

* OrderID (Primary Key)
* CustomerID (Foreign Key)
* OrderDate
* ShipDate
* TotalAmount

Table Name: OrderDetails Columns:

* OrderDetailID (Primary Key)
* OrderID (Foreign Key)
* ProductID (Foreign Key)
* Quantity
* Price
* Subtotal

CRMDATABASE:

Table Name: Leads Columns:

* LeadID (Primary Key)
* FirstName
* LastName
* Company
* Title
* Phone
* Email
* LeadStatus

Table Name: Opportunities Columns:

* OpportunityID (Primary Key)
* LeadID (Foreign Key)
* ProductID (Foreign Key)
* Quantity
* Price
* TotalAmount
* OpportunityStatus

Table Name: Accounts Columns:

* AccountID (Primary Key)
* AccountName
* Address
* City
* State
* ZipCode
* Phone
* Email

Table Name: Contacts Columns:

* ContactID (Primary Key)
* AccountID (Foreign Key)
* FirstName
* LastName
* Title
* Phone
* Email

Table Name: Tasks Columns:

* TaskID (Primary Key)
* TaskName
* TaskDescription
* DueDate
* AssignedTo
* TaskStatus

Table Name: Events Columns:

* EventID (Primary Key)
* EventName
* EventDescription
* StartDate
* EndDate
* Location

The above schema can be used to manage sales orders, customer information, and other related data in an ERP database. The CRM database can be used to manage leads, opportunities, accounts, contacts, tasks, and events related to sales and marketing. With this schema, it's possible to manage both pre-sales and post-sales processes, making it easier to track customer interactions and manage the sales process from start to finish.

Here's an example of fake data for the database schema:

ERPDATABASE:

Customers Table:

| **CustomerID** | **CustomerName** | **Address** | **City** | **State** | **ZipCode** | **Phone** | **Email** |
| --- | --- | --- | --- | --- | --- | --- | --- |
| 1 | John Doe | 123 Main St | New York | NY | 10001 | 555-555-1212 | [john.doe@example.com](mailto:john.doe@example.com) |
| 2 | Jane Smith | 456 Elm St | Los Angeles | CA | 90001 | 555-555-2323 | [jane.smith@example.com](mailto:jane.smith@example.com) |

Products Table:

| **ProductID** | **ProductName** | **Description** | **Price** |
| --- | --- | --- | --- |
| 1 | Widget A | A standard widget | 10.00 |
| 2 | Widget B | A high-end widget | 50.00 |

Orders Table:

| **OrderID** | **CustomerID** | **OrderDate** | **ShipDate** | **TotalAmount** |
| --- | --- | --- | --- | --- |
| 1 | 1 | 2023-03-15 | 2023-03-16 | 30.00 |
| 2 | 2 | 2023-03-16 | 2023-03-17 | 50.00 |

OrderDetails Table:

| **OrderDetailID** | **OrderID** | **ProductID** | **Quantity** | **Price** | **Subtotal** |
| --- | --- | --- | --- | --- | --- |
| 1 | 1 | 1 | 3 | 10.00 | 30.00 |
| 2 | 2 | 2 | 1 | 50.00 | 50.00 |

CRMDATABASE:

Leads Table:

| **LeadID** | **FirstName** | **LastName** | **Company** | **Title** | **Phone** | **Email** | **LeadStatus** |
| --- | --- | --- | --- | --- | --- | --- | --- |
| 1 | Michael | Johnson | ABC Corp | CEO | 555-555-4545 | [michael.johnson@example.com](mailto:michael.johnson@example.com) | New |
| 2 | Sarah | Lee | XYZ Inc | CMO | 555-555-6767 | [sarah.lee@example.com](mailto:sarah.lee@example.com) | Follow-up |

Opportunities Table:

| **OpportunityID** | **LeadID** | **ProductID** | **Quantity** | **Price** | **TotalAmount** | **OpportunityStatus** |
| --- | --- | --- | --- | --- | --- | --- |
| 1 | 1 | 1 | 10 | 10.00 | 100.00 | Open |
| 2 | 2 | 2 | 2 | 50.00 | 100.00 | Closed |

Accounts Table:

| **AccountID** | **AccountName** | **Address** | **City** | **State** | **ZipCode** | **Phone** | **Email** |
| --- | --- | --- | --- | --- | --- | --- | --- |
| 1 | ABC Corp | 789 Broadway | New York | NY | 10002 | 555-555-5656 | [abc.corp@example.com](mailto:abc.corp@example.com) |
| 2 | XYZ Inc | 123 Main St | Los Angeles | CA | 90002 | 555-555-7878 | [xyz.inc@example.com](mailto:xyz.inc@example.com) |

Contacts Table:

| **ContactID** | **AccountID** | **FirstName** | **LastName** | **Title** | **Phone** | **Email** |
| --- | --- | --- | --- | --- | --- | --- |
| 1 | 1 | John | Smith | CFO | 555-555-8989 | [john.smith@example.com](mailto:john.smith@example.com) |
| 2 | 2 | Jane | Doe | CMO | 555-555-9898 | [jane.doe@example.com](mailto:jane.doe@example.com) |

Tasks Table (continued):

| **TaskID** | **TaskName** | **TaskDescription** | **DueDate** | **AssignedTo** | **TaskStatus** |
| --- | --- | --- | --- | --- | --- |
| 1 | Follow-up call | Follow up with Michael Johnson | 2023-03-18 | John Smith | In Progress |
| 2 | Meeting with Jane Doe | Discuss new product launch | 2023-03-20 | Jane Smith | Open |

Events Table:

| **EventID** | **EventName** | **EventDescription** | **StartDate** | **EndDate** | **Location** |
| --- | --- | --- | --- | --- | --- |
| 1 | Webinar on Widget A | Learn about the latest features of Widget A | 2023-03-22 10:00:00 | 2023-03-22 11:00:00 | Online |
| 2 | Trade Show | Attend the annual trade show | 2023-04-01 | 2023-04-03 | Los Angeles Convention Center |