

# Grass CRM

## Help Document

Version 0.2

## Version History

Version	Date	Author	Description
0.1	11/24/2012	Feng	Initial version
0.2	11/30/2012	Feng	Add home page

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# 1. System Introduction

Grass CRM system is an open source Java system, its target is to provide the best open source CRM system to all end user, and it's open for all developers who are willing to add or enhance this system.

## 2. System Function

### 2.1 Common UI

#### 2.1.1 List Page

Grass

Sales Marketing Support Activities Collaboration System Help

Actions: Create Account Delete Account More

Search Account

ID = Search Reset

Account List

ID	Name	Billing City	Billing Country	Office Phone	Email	Assigned To
166	Account1					admin

10 Page 1 of 1 Displaying 1 to 1 of 1 items

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#### 2-1-1 List Page

The above is the common list page UI:

##### (1) Actions menu:

Create Button: when click this button, will open create page to create a new record.

Delete Button: delete the selected records in the datagrid.

Import Button: import the records from csv.

Export Button: export the selected records as csv file.

Copy Button: copy the selected records in the datagrid

**(2)Data Grid**

Search Bar: filter the records in the datagrid.

Datagrid: list the filtered records. When right click the column header, can select the columns that shown in the datagrid.

## 2.1.2 Add/Edit Page

Grass CRM interface showing the 'Update Account' page. The page includes a navigation bar with menus (Sales, Marketing, Support, Activities, Collaboration, System, Help) and a toolbar with 'Save' and 'Cancel' buttons. The main form area is titled 'Update Account' and displays the 'Account1' record. The form is divided into sections: 'Contact' (Email, Office Phone, Website, Fax), 'Billing Address' (Street, City, State/Province, Zip/Postal Code, Country), and 'Shipping Address' (Street, City, State/Province, Zip/Postal Code). The 'Overview' tab is selected.

### 2-1-2 Add/Edit Page

**(1)Actions menu:**

Save Button: save the change.

Cancel Button: cancel the change.

**(2)Information zone:**

Name: record name

Overview tab: the main information of the record.

Detail tab: include the description and update information

Relation tab: include the relation information.

## 2.2 Account

Accounts are the placeholders for customers, prospects, suppliers, partners.

**Fields Description:**

Name: Account name

**Contact Section:** contact information

Email: email address of the account.  
Office Phone: the office phone number.  
Website: the URL for the account's website.  
Fax: the fax number for the account.

**Billing Address Section:** billing address

**Shipping Address Section:** shipping address.

Copy Billing Address: copy the Billing Address to the Shipping Address section.

**Other Information Section:**

Type: account category.  
Industry: the industrial sector to which the account belongs.  
Annual Revenue: Enter the annual revenue for the account.  
Employees: the number of employees in the account.  
SIC Code: the Standard Industrial Classification code that indicates the account's type of business.  
Ticker Symbol: the stock ticker symbol of the account.  
Manager: the manager of the account.  
Ownership: the owner information of the account.  
Rating: the account's rating in the industry  
Assigned to: the individual you want to assign to the account

## 2.3 Contact

Contact is any individual who is a valid sales lead; a lead that has been evaluated and assessed for a possible sales opportunity.

**Fields Description:**

First Name: contact's first name  
Last Name: contact's last name.  
Title: contact's business title  
Department: the department that this contact belongs to  
Account: the account associated with the contact

**Contact Section:**

Email: email address of the contact  
Office Phone: the contact's office phone number.  
Web Site: web site of the contact  
Fax: the contact's fax number.  
Mobile: the contact's mobile phone number.

**Mailing Address Section:** mailing address

**Other Address Section:** other address.

Copy Mailing Address: copy the Mailing Address to the Other Address section.

**Other Information Section:**

Reports To: the contact's supervisor  
Lead Source: the source that generated the lead  
Campaign: the campaign that associates with the contact.  
Do Not Call: the flag to add the contact to the Do Not Call list. To ensure that the contact is not targeted during campaigns.

Assigned to: the individual who is responsible for communicating with this contact.

## 2.4 Opportunity

Opportunity signals the kickoff of your company's sales process with a potential or existing client. specifies the estimated amount of a sales deal and is tied to a sales stage.

### Fields Description:

Name: opportunity name

Account: the account associated with the opportunity

Currency: currency used for this opportunity

Expected Close Date: the expected or estimated close date for this particular opportunity.

Opportunity Amount: Enter the estimated amount of the sale.

Type: opportunity type

Sales Stage. the current status of this opportunity. The following is the available stages:

**Prospecting.** This is the first stage in the sales process and indicates that the opportunity with this prospect is new and needs to be qualified by a sales representative.

**Qualification.** The sales representative is currently interacting with the prospect to determine if a sales opportunity exists.

**Needs Analysis.** The sales representative uncovers the prospect's business problems (having determined that the prospect is interested in the products or services).

**Value Proposition.** The sales representative maps the company's products and/or services to the prospect's business problems and describes the value of the solution (having uncovered the prospect's business problems).

**Id. Decision Makers.** The sales representative identifies the decision makers necessary to close this opportunity (having determined that there is a match between the prospect's business problems and the company's products and/or services).

**Perception Analysis.** The sales representative analyzes the prospect's perceived value of the company's solution to prepare the appropriate combination of products and services for a sales quote.

**Proposal/Price Quote.** The sales representative delivers the proposal or price quote to the prospect.

**Negotiation/Review.** The sales representative reviews and negotiates the proposal with the prospect.

**Closed Won.** The sales representative has won this opportunity and the company can now bill the customer.

**Closed Lost.** The sales representative has lost this opportunity.

Lead Source: the lead source

Probability (%): probability of this opportunity.

Campaign: the campaign that this opportunity is related to .

Next Step: the next step in closing a sale.

Assigned to: the individual you want to assign to the record .

## 2.5 Lead

Leads are early contacts in the sales process. Leads should be qualified as a potential customer before they are “promoted” to a Contact and/or Opportunity.

### Fields Description:

First Name: lead's first name

Last Name: lead's last name.

Title: lead's business title

Department: the department that this lead belongs to

Account: the account associated with the lead

### Contact Section:

Email: email address of the lead

Office Phone: the lead's office phone number.

Fax: the lead's fax number.

Mobile: the lead's mobile phone number.

**Primary Address Section:** primary address

**Other Address Section:** other address.

Copy Primary Address: copy the Primary Address to the Other Address section.

### Other Information Section:

Status: lead status. Standard status options are listed below. The administrator can change these to suit your organization's requirements:

- New: Unassigned, new lead.
- Assigned: Newly assigned to user.
- In Process: Currently active.
- Converted: The status appears as converted after the Convert Lead link has been selected. The system automatically changes the status in this field.
- Recycled: No opportunity at this time, lead should recycle to marketing for future follow-up.
- Dead: No opportunity and/or bad data

Status Description: status description.

Lead Source: the source that generated the lead

Lead Source Description: lead source description

Opportunity Amount: Estimated amount of the sale.

Referred by: relevant information in this field if someone referred the lead to you.

Campaign: the campaign that associates with the lead.

Do Not Call: the flag to add the lead to the Do Not Call list. To ensure that the lead is not targeted during campaigns.

Assigned to: the individual who is responsible for communicating with this lead.



## 2.6 Campaign

Campaign management allows you to manage your entire marketing process by which marketing campaigns are planned, produced, distributed and analyzed.

### Fields Description:

Name: the campaign name.

Status: the current status of the campaign

Start Date: the date on which the campaign begins.

End Date: the date on which the campaign ends.

Type: the campaign type such as email or trade show.

Currency: the currency used to calculate the budget, cost, and revenue.

Impressions: the number of page impressions generated from the campaign. You will need to fill in this field after the campaign has commenced.

Budget: the budget for the campaign.

Expected Cost: the estimated cost of the campaign.

Actual Cost: the actual cost incurred to conduct the campaign.

Expected Revenue: the estimated revenue from the campaign.

Assigned to: the user assigned to the campaign

Objective: the goal of the campaign.

## 2.7 Case

Case is used to track and manage services-related problems reported by your users and customers.

### Fields Description:

Subject: brief statement of the problem.

Priority: specify the urgency of the problem

Status: specify the current status of the problem, such as New or Closed

Account: associated account

Case Type: categorize the case.

Case Origin: origin of case

Case Reason: case reason

Resolution: results of the investigation into the problem.

Assigned to: the individual you want to assign to the record

## 2.8 Call

Call is used to manage the calls.

### Fields Description:

Subject: the subject of discussion.

Direction: the direction of call.

Status: the status of call.

Start Date & Time. The start date & time of call

Related Object: related object

Related Record: related record.

Reminder: Reminder way

Assigned to: specify the user who is assigned to the record

## 2.9 Meeting

Meeting module is used to manage the meetings.

### Fields Description:

Subject: the subject of meeting.

Status: the status of meeting.

Start Date: the start date & time of meeting

End Date: the end date & time of meeting.

Related Object: related object

Related Record: related record.

Reminders: Reminder way

Location: meeting location.

Assigned to: specify the user who is assigned to the record

## 2.10 Task

Task module is used to schedule and manage tasks.

### Fields Description:

Subject: the subject of task.

Status: the current status of task.

Start Date: the start date & time of task

Due Date: the completion date & time of task.

Related Object: related object

Related Record: related record.

Contact: an individual from the Contacts list. Typically, this is the contact for the specified account.

Priority: reflects the importance of completing the task

Assigned to: specify the user who is assigned to the record

## 2.11 Document

Document module is used to create and manage files that you share with users and contacts.

### Fields Description:

Name: document name

File: used to upload file and show file name.

Status: the status to indicate the current state of the document such as Draft or Under Review.

Revision: the revision number if you revised this document.

Publish Date: the date when the document is published for other users to view and download it.

Expiration Date: the date when the validity of the document expires. For example, collateral for a sales campaign may not be useful after the campaign ends.

Category: document category  
Sub Category: document sub category  
Related Document: . associate a related document.  
Assigned to: specify the user who is assigned to the record

## 2.12 Target

Targets Module is used to track and manage targets as part of mass marketing campaigns.

### **Fields Description:**

First Name: target's first name  
Last Name: target's last name.  
Title: target's business title  
Department: the department that this target belongs to  
Account: the account associated with the target

### **Contact Section:**

Email: email address of the target  
Office Phone: the target's office phone number.  
Fax: the target's fax number.  
Mobile: the target's mobile phone number.

**Primary Address Section:** primary address

**Shipping Address Section:** shipping address.

Copy Primary Address: copy the Primary Address to the Shipping Address section.

### **Other Information Section:**

Do Not Call: the flag to add the target to the Do Not Call list. To ensure that the target is not targeted during campaigns.  
Assigned to: the individual who is responsible for communicating with this target.

## 2.13 Target List

Targets List Module is used to track and manage mass marketing campaigns.

### **Fields Description:**

Name: target list name

Type: target list type:

- Default: A list of people who are campaign targets and receive the campaign email.
- Seed: A list of people who need to receive the campaign email but must not be tracked as potential leads. Typically, these are individuals who must approve the campaign before it is launched.
- Test: A list of people who receive the campaign email to test how different email clients display the campaign message before you send it out to the default list.
- Suppression List: A list of people you want excluded from the campaign email recipient list. Typically, these are people who chose to opt out of receiving your campaign message. Suppression lists can be by ID, email address, or domain.

Assigned to: specify the user who is assigned to the record