**Opportunity Naming Conventions**

Brief description of the opportunity

Use the client’s terminology (on terms or RFP) if available

Add “Confidential” at the end of the opportunity name if a confidentiality agreement applies

**Include:**

Facility name if any

Service at high level

**Do not include:**

Client name

Project Location

Value

Any other information that is included in other Salesforce fields.

**Examples:**

Blue Plains Sedimentation Basin CM

Fourth Street Bridge Deck Replacement Design

Mercury Contamination Study

New Headquarters Building Design

Kettleman Compressor Station Thermal Oxidizer