**Comprehensive Salesforce Business Management Summary**

This summary covers **Lead, Opportunity, Account, Contact, Contract, Subcontract, Invoicing, Expenses, and P&L Tracking in Salesforce** for end-to-end financial and sales operations.

**1. Lead, Opportunity, Account & Contact Management**

**A. Lead Management (Capturing Potential Customers)**

* A **Lead** represents a potential customer who has shown interest.
* Sources: Website forms, marketing campaigns, referrals.
* **Lead Qualification Process:** If a lead is **qualified**, it is converted into an **Opportunity, Account, and Contact**.

**B. Opportunity Management (Tracking Sales Deals)**

* An **Opportunity** represents a potential sale.
* Stages: **Prospecting → Proposal → Negotiation → Closed-Won/Lost**.
* Linked to **Accounts (companies)** and **Contacts (people in the company)**.
* If an **Opportunity is won**, it can trigger **Contract Creation & Invoicing**.

**C. Account & Contact Management**

* **Account** = A company or organization you are doing business with.
* **Contact** = An individual associated with an Account (e.g., a decision-maker).
* Accounts & Contacts store history, interactions, and deal details.

**D. Relationship Between These Objects**

1. **Lead** → Captures a new potential customer.
2. **Opportunity** → Tracks the sales process for a deal.
3. **Account** → Stores company details if the deal is won.
4. **Contact** → Stores customer relationship data.
5. **Contract** → Created when an opportunity is **closed-won**.

**2. Contract & Subcontract Management**

**A. Contract Creation & Tracking**

* **A Contract is created when an Opportunity is won.**
* Includes details like **pricing, payment terms, start & end dates**.
* Integrated with **e-signature platforms (DocuSign, Adobe Sign)** for approvals.

**B. Subcontracting Work**

* If part of the work is **outsourced**, a **Subcontract** is created.
* **Parent-Child Contract Model:** The **Main Contract** (with the client) links to the **Subcontract** (with vendors).
* Tracks **subcontractor deliverables, payments, and deadlines**.

**3. Invoicing & Billing in Salesforce**

**A. Generating Client Invoices (Revenue Tracking)**

* **Salesforce Billing** generates invoices based on contract terms.
* Invoice types: **Milestone-based, Monthly, Fixed-Fee, or Usage-Based Billing**.
* Integrates with **Stripe, PayPal, NetSuite, SAP, QuickBooks** for payments.

**B. Paying Vendor Bills (Expense Tracking)**

* When subcontractors complete work, they submit **bills** for payment.
* Bills are **linked to contracts** for expense tracking.
* Approval workflows ensure bills are **verified before payment**.

**4. Expense Tracking in Salesforce**

**A. Expense Categories**

1. **Project Expenses:** Vendor/subcontractor costs, raw materials.
2. **Employee Expenses:** Travel, training, software tools.
3. **Admin & Overhead Costs:** Rent, utilities, insurance, legal fees.
4. **Taxes & Fees:** Government compliance, regulatory fees.

**B. How Expenses are Tracked**

* **Custom “Expense” Object** stores employee, project, and admin costs.
* Expense approvals are automated.
* Integrates with **expense tools (Expensify, Concur, FinancialForce)** for reimbursements.

**5. Profit & Loss (P&L) Tracking in Salesforce**

**A. How P&L is Calculated**

| **Category** | **Tracked in Salesforce As** |
| --- | --- |
| **Revenue** | Client Invoices from Salesforce Billing |
| **Payroll Costs** | Custom "Payroll" object or ERP integration (ADP, Workday) |
| **Project Expenses** | Vendor payments, subcontractor bills |
| **Employee Expenses** | Employee travel, software, reimbursements |
| **Admin Costs** | Office rent, software, legal & compliance |
| **Taxes & Fees** | Regulatory fees, tax calculations |
| **Net Profit** | Revenue - (Payroll + Expenses + Admin Costs + Fees) |

**B. P&L Reports & Dashboards**

* Custom **Profitability Dashboards** per project, department, or company-wide.
* Integration with **ERP/Accounting systems (QuickBooks, NetSuite, SAP)**.
* **AI-Powered P&L Forecasting** using Salesforce Einstein Analytics.

**C. Example P&L Report**

| **Project Name** | **Revenue (Invoices)** | **Payroll Costs** | **Project Expenses** | **Admin Costs** | **Taxes & Fees** | **Net Profit** |
| --- | --- | --- | --- | --- | --- | --- |
| Project A | $150,000 | $50,000 | $20,000 | $5,000 | $3,000 | $72,000 |
| Project B | $200,000 | $80,000 | $40,000 | $7,000 | $5,000 | $68,000 |

**6. Integration with Accounting & ERP Systems**

Salesforce can integrate with various **financial & accounting tools** for full automation:

| **Software** | **Purpose** |
| --- | --- |
| **QuickBooks** | Small business accounting |
| **NetSuite ERP** | Full financial management |
| **SAP & Oracle ERP** | Enterprise-level accounting |
| **Xero** | Cloud-based accounting for SMBs |
| **ADP & Workday** | Payroll management |

**7. Summary of Key Features**

| **Feature** | **Details** |
| --- | --- |
| **Lead & Opportunity Management** | Captures & tracks **potential customers and deals** |
| **Account & Contact Management** | Stores **customer & company relationships** |
| **Contract & Subcontracting** | Manages **client contracts & vendor subcontracts** |
| **Invoicing & Payments** | Automates **billing & vendor payments** |
| **Expense Tracking** | Logs **project, employee, and admin expenses** |
| **P&L Reporting** | Connects **revenues, expenses, payroll, and admin costs** |
| **ERP/Accounting Integration** | Syncs with **QuickBooks, NetSuite, SAP, Workday** |
| **Approval & Workflow Automation** | Triggers **contract approvals, expense approvals, reminders** |
| **Financial Dashboards** | Tracks **profitability per contract, project, or business unit** |

**8. Final Thoughts: Can Salesforce Handle Full Business Financial Tracking?**

✔ **Yes!** By integrating **leads, opportunities, contracts, invoices, payroll, expenses, and admin costs**, Salesforce provides a **complete financial overview**.  
✔ **Custom Dashboards & Reports** offer **real-time P&L tracking** for decision-making.  
✔ **ERP Integrations** enable **full accounting, tax compliance, and automation**.

Would you like assistance in **designing a custom P&L dashboard** or **choosing the best ERP integration** for your business?