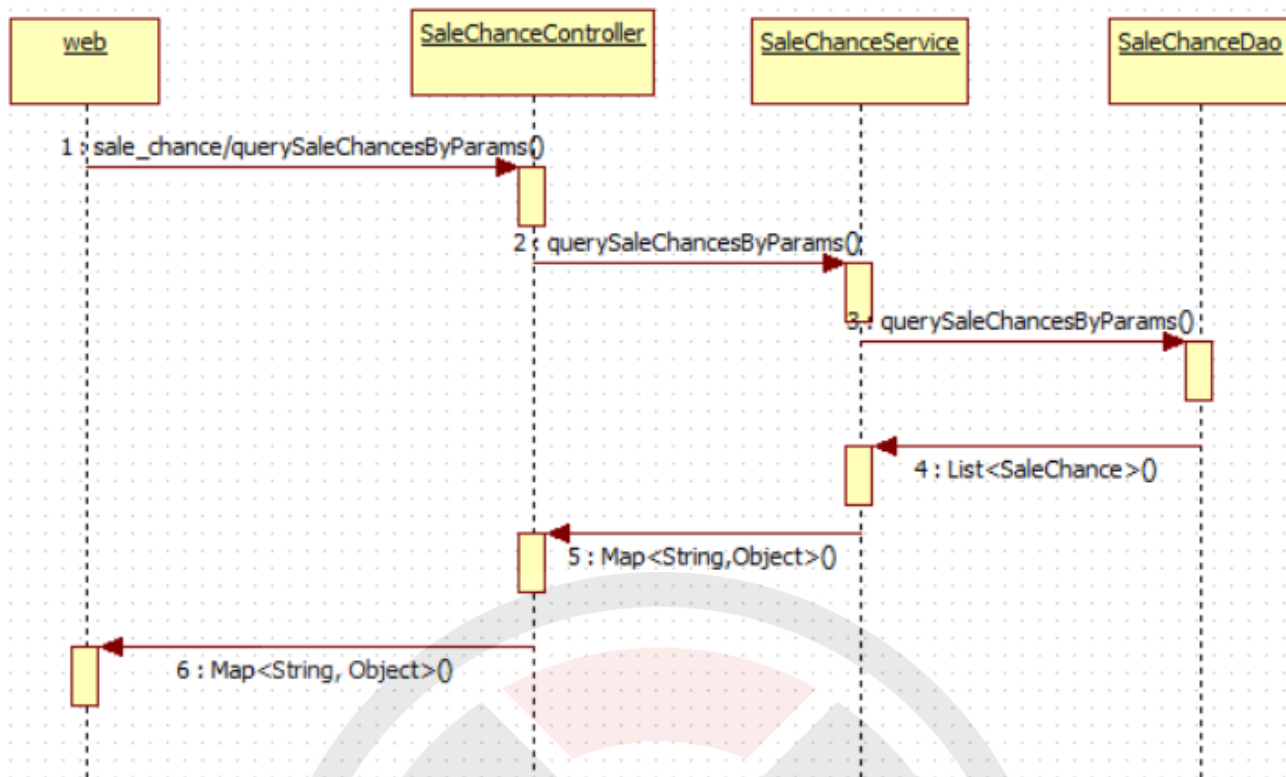# 营销机会管理

一 学习目标

二 营销机会管理搜索

1 需求分析

针对企业中客户的咨询需求所建立的信息录入功能，方便销售人员进行后续的客户需求跟踪与联系，提高企业客户购买产品的几率。对于系统录入每条营销机会记录，系统会分配对应的销售人员与对应的客户进行详细了解，从而提高客户开发计划的成功几率。对应到营销机会管理模块功能上即：营销机会数据的录入，分配，修改，删除与查询

2 页面原型

3 流程图

4 数据库信息

(t_sale_chance 营销机会表)

	列名	数据类型
id主键	id	int(11)
机会来源	chance_source	varchar(300)
客户名称	customer_name	varchar(100)
成功几率	cgjl	int(11)
概要	overview	varchar(300)
联系人	link_man	varchar(100)
手机号	link_phone	varchar(100)
描述	description	varchar(1000)
创建人	create_man	varchar(100)
分配人	assign_man	varchar(100)
分配时间	assign_time	datetime
分配状态	state	int(11)
开发结果	dev_result	int(11)
有效状态	is_valid	int(4)
创建时间	create_date	datetime
更新时间	update_date	datetime

(t_customer 客户信息表)

	列名	数据类型
id主建	id	int(11)
客户编号	khno	varchar(20)
客户姓名	name	varchar(20)
客户所属地区	area	varchar(20)
客户经理	cus_manager	varchar(20)
客户级别	level	varchar(30)
客户满意度	myd	varchar(30)
客户信用度	xyd	varchar(30)
客户地址	address	varchar(500)
邮编	post_code	varchar(50)
联系电话	phone	varchar(20)
传真	fax	varchar(20)
网址	web_site	varchar(20)
营业执照注册号	yyzzzch	varchar(50)
法人代表	fr	varchar(20)
注册资金	zczj	varchar(20)
年营业额	nyye	varchar(20)
开户银行	khyh	varchar(50)
开户账号	khzh	varchar(50)
地税登记号	dsdjh	varchar(50)
国税登记号	gsdjh	varchar(50)
流失状态	state	int(11)
有效状态	is_valid	int(4)
创建时间	create_date	datetime
更新时间	update_date	datetime

5 编写Controller

```
    @Controller
    @RequestMapping("sale_chance")
```

```java
public class SaleChanceController extends BaseController {
    @Resource
    public SaleChanceService saleChanceService;

    @RequestMapping("index/{type}")
    public String index(@PathVariable("type") String type){
        switch (type){
            case "1":return "sale_chance";
            case "2":return "cus_dev_plan";
            default:return "error";
        }
    }
    @RequestMapping("querySaleChancesByParams")
    @ResponseBody
    public Map<String, Object> querySaleChancesByParams(SaleChanceQuery
saleChanceQuery){
        Map<String, Object> map =
saleChanceService.querySaleChancesByParams(saleChanceQuery);
        return map;
    }
}
```

6 编写Service

```java
@Service
public class SaleChanceService {
    @Resource
    private SaleChanceDao saleChanceDao;

    public Map<String,Object> querySaleChancesByParams(SaleChanceQuery
saleChanceQuery){
        PageHelper.startPage(saleChanceQuery.getPage(),saleChanceQuery.getRows());
        List<SaleChance> list =
saleChanceDao.querySaleChancesByParams(saleChanceQuery);
        PageInfo<SaleChance> pageInfo = new PageInfo<>(list);
        HashMap<String, Object> map = new HashMap<>();
        map.put("rows",pageInfo.getList());
        map.put("total",pageInfo.getTotal());
        return map;
    }
}
```

7 编写Dao

```java
public interface SaleChanceDao {
    public List<SaleChance> querySaleChancesByParams(SaleChanceQuery
saleChanceQuery);

}
```

8 编写Mapper

```xml
<?xml version="1.0" encoding="UTF-8"?>
<!DOCTYPE mapper
        PUBLIC "-//mybatis.org//DTD Mapper 3.0//EN"
        "http://mybatis.org/dtd/mybatis-3-mapper.dtd">
<mapper namespace="com.mage.crm.dao.SaleChanceDao">

    <sql id="sale_chance_column">
        id,customer_name as customerName,chance_source
chanceSource,cgjl,overview,link_man as linkMan,
        link_phone as linkPhone,description,create_man as createMan,assign_man as
assignMan,
        assign_time as assignTime,state,dev_result as devResult,is_valid as
isValid,create_date as createDate,
        update_date as updateDate
    </sql>
    <select id="querySaleChancesByParams" parameterType="saleChanceQuery"
resultType="saleChance">

        SELECT  <include refid="sale_chance_column"/>
        FROM  t_sale_chance
        <where>
            is_valid=1
            <if test="createMan !=null and createMan != ''">
                and create_man like concat('%',#{createMan},'%')
            </if>
            <if test="customerName !=null and customerName != ''">
                and customer_name like concat('%',#{customerName},'%')
            </if>
            <if test="state !=null and state !=''">
                and state = #{state}
            </if>
            <if test="createDate !=null and createDate != ''">
                <![CDATA[
                    and create_date <= #{createDate}
                ]]>
            </if>
        </where>
    </select>
</mapper>
```

9 编写Vo

```java
public class SaleChance {

    public Integer id;
    public String chanceSource;
    public String cgjl;
    public String overview;
    public String linkMan;
    public String linkPhone;
    public String description;
    public String assignMan;
```

```java
public String customerName;
public String createMan;
public Integer state;
public Integer devResult;
public Integer isValid;

@JsonFormat(pattern="yyyy-MM-dd HH:mm:ss",timezone="GMT+8")
public Date assignTime;
@JsonFormat(pattern = "yyyy-MM-dd HH:mm:ss",timezone = "GMT+8")
public Date createDate;
@JsonFormat(pattern = "yyyy-MM-dd HH:mm:ss",timezone = "GMT+8")
public Date updateDate;

public Integer getId() {
    return id;
}

public void setId(Integer id) {
    this.id = id;
}

public String getChanceSource() {
    return chanceSource;
}

public void setChanceSource(String chanceSource) {
    this.chanceSource = chanceSource;
}

public String getCgjl() {
    return cgjl;
}

public void setCgjl(String cgjl) {
    this.cgjl = cgjl;
}

public String getOverview() {
    return overview;
}

public void setOverview(String overview) {
    this.overview = overview;
}



public String getLinkMan() {
    return linkMan;
}

public void setLinkMan(String linkMan) {
    this.linkMan = linkMan;
```

```java
    }

    public String getLinkPhone() {
        return linkPhone;
    }

    public void setLinkPhone(String linkPhone) {
        this.linkPhone = linkPhone;
    }

    public String getDescription() {
        return description;
    }

    public void setDescription(String description) {
        this.description = description;
    }

    public String getAssignMan() {
        return assignMan;
    }

    public void setAssignMan(String assignMan) {
        this.assignMan = assignMan;
    }

    public String getCustomerName() {
        return customerName;
    }

    public void setCustomerName(String customerName) {
        this.customerName = customerName;
    }

    public String getCreateMan() {
        return createMan;
    }

    public void setCreateMan(String createMan) {
        this.createMan = createMan;
    }

    public Integer getState() {
        return state;
    }

    public void setState(Integer state) {
        this.state = state;
    }

    public Integer getDevResult() {
        return devResult;
    }
```

```java
        public void setDevResult(Integer devResult) {
            this.devResult = devResult;
        }

        public Integer getIsValid() {
            return isValid;
        }

        public void setIsValid(Integer isValid) {
            this.isValid = isValid;
        }

        public Date getAssignTime() {
            return assignTime;
        }

        public void setAssignTime(Date assignTime) {
            this.assignTime = assignTime;
        }

        public Date getCreateDate() {
            return createDate;
        }

        public void setCreateDate(Date createDate) {
            this.createDate = createDate;
        }

        public Date getUpdateDate() {
            return updateDate;
        }

        public void setUpdateDate(Date updateDate) {
            this.updateDate = updateDate;
        }
    }
```

10 编写Query

10.1 BaseQuery

```java
    public class BaseQuery {
        private  Integer page;
        private  Integer rows;

        public Integer getPage() {
            return page;
        }

        public void setPage(Integer page) {
            this.page = page;
```

```
    }

    public Integer getRows() {
        return rows;
    }

    public void setRows(Integer rows) {
        this.rows = rows;
    }
}
```

10.2 SaleChanceQuery

```java
public class SaleChanceQuery extends BaseQuery{

    private String createMan;
    private String createDate;
    private String customerName;
    private String state;

    public String getCreateMan() {
        return createMan;
    }

    public void setCreateMan(String createMan) {
        this.createMan = createMan;
    }

    public String getCreateDate() {
        return createDate;
    }

    public void setCreateDate(String createDate) {
        this.createDate = createDate;
    }

    public String getCustomerName() {
        return customerName;
    }

    public void setCustomerName(String customerName) {
        this.customerName = customerName;
    }

    public String getState() {
        return state;
    }

    public void setState(String state) {
        this.state = state;
    }
}
```

11 前台js

```javascript
$(function () {
    searchSaleChances();
})

function formatterState(val) {
    if(val==0){
        return "未分配";
    }else if(val==1){
        return "已分配";
    }else {
        return "未定义";
    }
}
function searchSaleChances() {
    $("#dg").datagrid("load",{
        createMan:$("#createMan").val(),
        customerName:$("#customerName").val(),
        createDate:$("#createDate").datebox("getValue"),
        state:$("#state").combobox("getValue")
    })
}
```
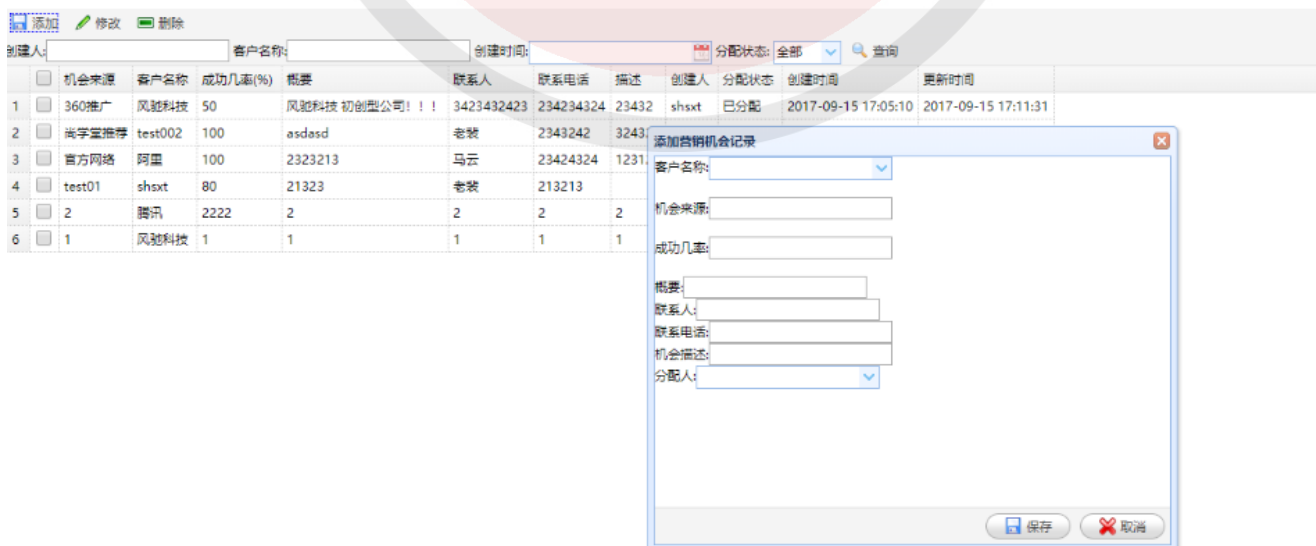
三 营销机会管理添加

1 需求分析

可以对营销机会进行添加操作，添加操作成功之后刷新营销机会页面

2 页面原型

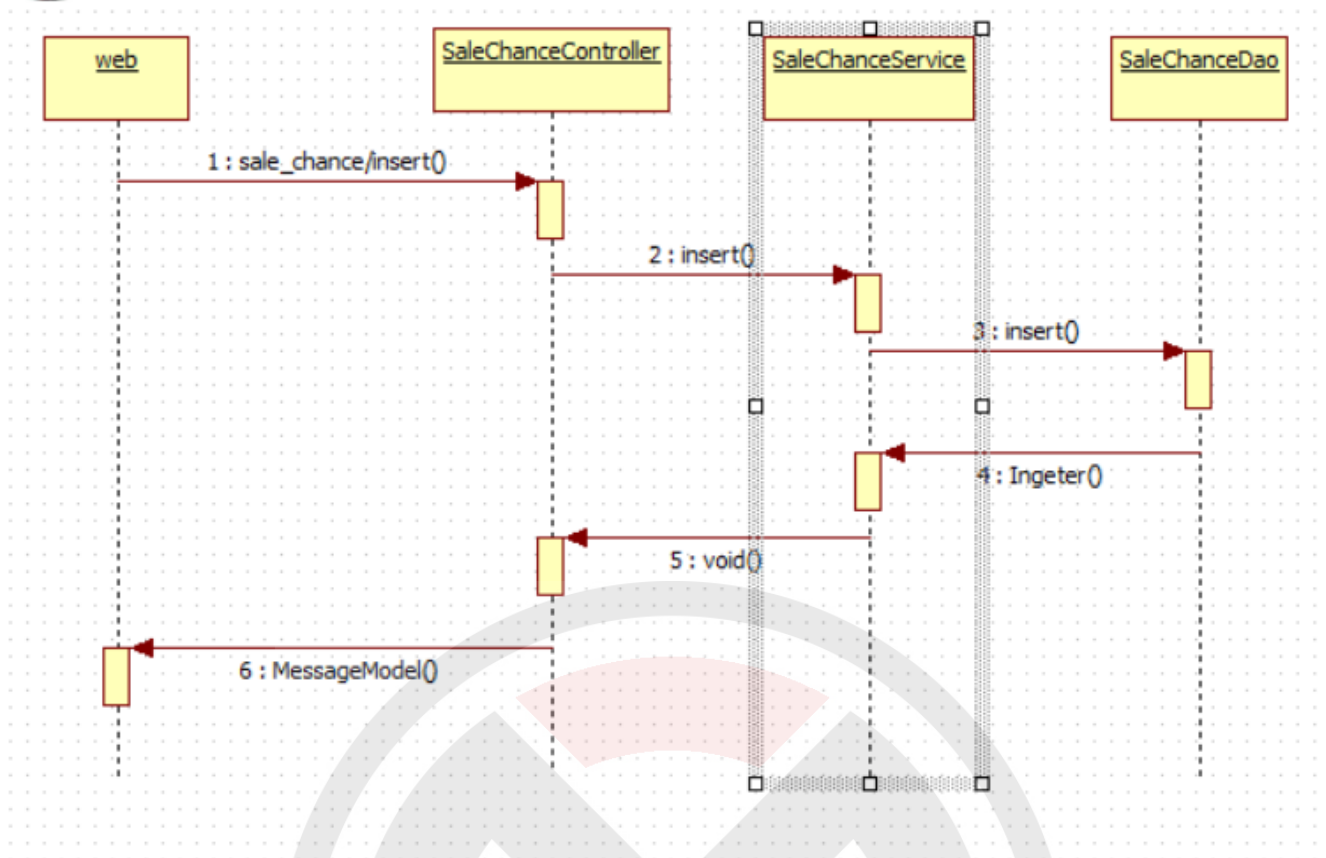## 3 流程图

4 编写Controller

```java
@RequestMapping("insert")
@ResponseBody
public MessageModel insert(SaleChance saleChance){
    saleChanceService.insert(saleChance);
    MessageModel messageModel = new MessageModel();
    messageModel.setResult("营销机会添加成功");
    return messageModel;
}


@Controller
@RequestMapping("customer")
public class CustomerController extends BaseController{
    @Resource
    public CustomerService customerService;
    @ResponseBody
    @RequestMapping("queryAllCustomers")
    public  List<Customer> queryAllCustomers(){
        List<Customer> customers = customerService.queryAllCustomers();
        return customers;
    }
}

@Controller
@RequestMapping("user")
public class UserController extends BaseController {
```

```
    @Resource
    private UserService userService;
    @RequestMapping("queryAllCustomerManager")
    @ResponseBody
    public List<User>  queryAllCustomerManager(){
        List<User> users = userService.queryAllCustomerManager();
        return users;
    }
}
```

5 编写Service

```
    /**
     * 插入数据前的检测
     * 1.客户名称不能为空
     * 2.联系人不能为空
     * 3.联系电话不能为空
     * 额外添加的数据.
     *  is_valid=1
     *  createDate
     *  updateDate
     *   如果分配人不为空state=0 否在为1
     *   开发结果 0-3代表 未开发 开发中 开发成功 开发失败
     * @param saleChance
     */
    public void insert(SaleChance saleChance) {
        checkParams(saleChance.customerName,saleChance.linkMan,saleChance.linkPhone);
        saleChance.setCreateDate(new Date());
        saleChance.setUpdateDate(new Date());
        saleChance.setIsValid(1);
        saleChance.setState(0);
        saleChance.setDevResult(0);
        if(!StringUtils.isBlank(saleChance.assignMan)){
            saleChance.setState(1);
        }
        AssertUtil.isTrue(saleChanceDao.insert(saleChance)<1,"数据插入失败");
    }
    public  void checkParams(String customerName,String linkMan,String phone){
        AssertUtil.isTrue(StringUtils.isBlank(customerName),"客户名称不能为空");
        AssertUtil.isTrue(StringUtils.isBlank(linkMan),"客户名称不能为空");
        AssertUtil.isTrue(StringUtils.isBlank(phone),"联系电话不能为空");
    }


    @Service
    public class CustomerService {
        @Resource
        public CustomerDao customerDao;

        public List<Customer> queryAllCustomers(){
```

```
            List<Customer> customerList = customerDao.queryAllCustomers();
            return customerList;
        }
    }
    @Service
    public class UserService {

        @Resource
        private UserDao userDao;

        public List<User> queryAllCustomerManager(){
            List<User> userList = userDao.queryAllCustomerManager();
            return userList;
        }
    }
```

6 编写Dao

```
        @Insert("insert into
t_sale_chance(chance_source,customer_name,cgjl,overview,link_man,link_phone,"
            +
"description,create_man,assign_man,assign_time,state,dev_result,is_valid,create_date,update
_date)"
            + " values(#{chanceSource},#{customerName},#{cgjl},#{overview},#{linkMan},#
{linkPhone},"
            + " #{description},#{createMan},#{assignMan},#{assignTime},#{state},#
{devResult},#{isValid},"
            + "#{createDate},#{updateDate})")
        public int insert(SaleChance saleChance);


        public interface CustomerDao {
            @Select("select id,name from t_customer where is_valid=1 and state=0")
            public List<Customer> queryAllCustomers();
        }

        public interface UserDao {
            @Select("select u.true_name as trueName ,u.id from t_user u\n" +
            "LEFT JOIN t_user_role ur ON u.id=ur.user_id\n" +
            "LEFT JOIN t_role r ON r.id=ur.role_id\n" +
            "WHERE r.role_name='客户经理'\n" +
            "and r.is_valid=1")
             public List<User> queryAllCustomerManager();
        }
```

7 编写Vo

```
    public class Customer  extends BaseVO{
```

```java
    private Integer id;

    private String khno;

    private String name;

    private String area;

    private String cusManager;

    private String level;

    private String myd;

    private String xyd;

    private String address;

    private String postCode;

    private String phone;

    private String fax;

    private String webSite;

    private String yyzzzch;

    private String fr;

    private String zczj;

    private String nyye;

    private String khyh;

    private String khzh;

    private String dsdjh;

    private String gsdjh;

    private Integer state;


    public Integer getId() {
        return id;
    }

    public void setId(Integer id) {
        this.id = id;
    }
```

```java
    public String getKhno() {
        return khno;
    }

    public void setKhno(String khno) {
        this.khno = khno == null ? null : khno.trim();
    }

    public String getName() {
        return name;
    }

    public void setName(String name) {
        this.name = name == null ? null : name.trim();
    }

    public String getArea() {
        return area;
    }

    public void setArea(String area) {
        this.area = area == null ? null : area.trim();
    }

    public String getCusManager() {
        return cusManager;
    }

    public void setCusManager(String cusManager) {
        this.cusManager = cusManager == null ? null : cusManager.trim();
    }

    public String getLevel() {
        return level;
    }

    public void setLevel(String level) {
        this.level = level == null ? null : level.trim();
    }

    public String getMyd() {
        return myd;
    }

    public void setMyd(String myd) {
        this.myd = myd == null ? null : myd.trim();
    }

    public String getXyd() {
        return xyd;
    }

    public void setXyd(String xyd) {
```

```java
        this.xyd = xyd == null ? null : xyd.trim();
    }

    public String getAddress() {
        return address;
    }

    public void setAddress(String address) {
        this.address = address == null ? null : address.trim();
    }

    public String getPostCode() {
        return postCode;
    }

    public void setPostCode(String postCode) {
        this.postCode = postCode == null ? null : postCode.trim();
    }

    public String getPhone() {
        return phone;
    }

    public void setPhone(String phone) {
        this.phone = phone == null ? null : phone.trim();
    }

    public String getFax() {
        return fax;
    }

    public void setFax(String fax) {
        this.fax = fax == null ? null : fax.trim();
    }

    public String getWebSite() {
        return webSite;
    }

    public void setWebSite(String webSite) {
        this.webSite = webSite == null ? null : webSite.trim();
    }

    public String getYyzzzch() {
        return yyzzzch;
    }

    public void setYyzzzch(String yyzzzch) {
        this.yyzzzch = yyzzzch == null ? null : yyzzzch.trim();
    }

    public String getFr() {
        return fr;
```

```java
    }

    public void setFr(String fr) {
        this.fr = fr == null ? null : fr.trim();
    }

    public String getZczj() {
        return zczj;
    }

    public void setZczj(String zczj) {
        this.zczj = zczj == null ? null : zczj.trim();
    }

    public String getNyye() {
        return nyye;
    }

    public void setNyye(String nyye) {
        this.nyye = nyye == null ? null : nyye.trim();
    }

    public String getKhyh() {
        return khyh;
    }

    public void setKhyh(String khyh) {
        this.khyh = khyh == null ? null : khyh.trim();
    }

    public String getKhzh() {
        return khzh;
    }

    public void setKhzh(String khzh) {
        this.khzh = khzh == null ? null : khzh.trim();
    }

    public String getDsdjh() {
        return dsdjh;
    }

    public void setDsdjh(String dsdjh) {
        this.dsdjh = dsdjh == null ? null : dsdjh.trim();
    }

    public String getGsdjh() {
        return gsdjh;
    }

    public void setGsdjh(String gsdjh) {
        this.gsdjh = gsdjh == null ? null : gsdjh.trim();
    }
```

```java
        public Integer getState() {
            return state;
        }

        public void setState(Integer state) {
            this.state = state;
        }

}
```

8 前台js

```javascript
        function openAddAccountDialog() {
            $("#dlg").dialog("open");
        }
        function closeDialog() {
            $("#dlg").dialog("close");
        }
        function saveAccount() {
            var id=$("#id").val();
            var save_update_url=ctx+"/sale_chance/update";
            if(isEmpty(id)){
                save_update_url=ctx+"/sale_chance/insert";
            }
            $("#fm").form("submit",{
                url:save_update_url,
                onSubmit:function (params) {
                    params.createMan=$.cookie("trueName");
                    return $("#fm").form("validate");
                },
                success:function (data) {
                    data=JSON.parse(data);
                    if(data.code==200){
                        $.messager.alert("crm",data.msg,"info");
                        closeDialog();
                        searchSaleChances();
                    }else {
                        alert(data.msg);
                    }
                }
            })
        }
```

四 营销机会管理修改

1 需求分析

可以对营销机会进行添加操作，添加操作成功之后刷新营销机会页面

2 页面原型

1234324	23432	shsxt	已分配	2017-09-15 17:05:10	2017-09-15 17:11:31

修改营销机会信息

客户名称: 阿里
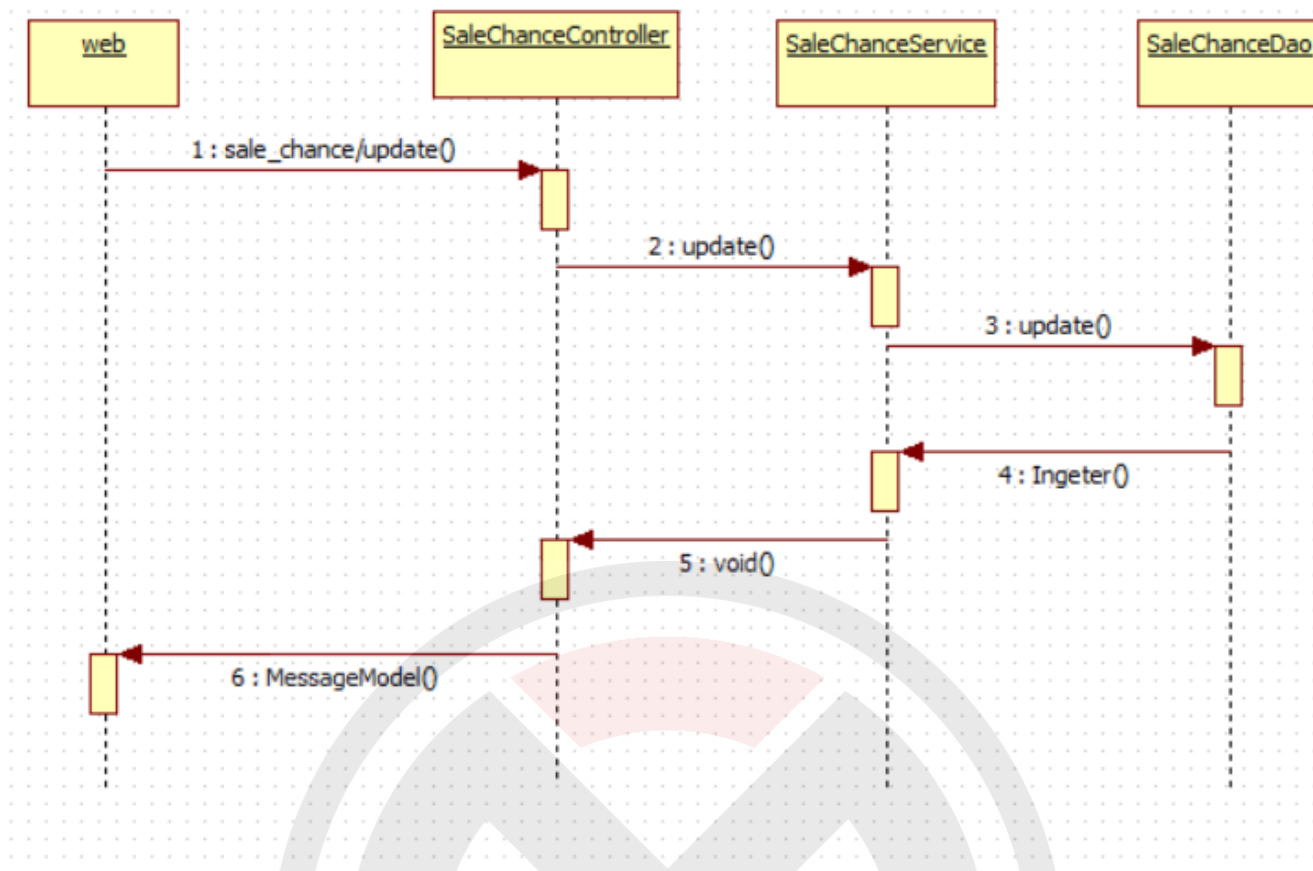
机会来源: 官方网络

成功几率: 100

概要: 2323213

联系人: 马云

联系电话: 23424324

机会描述: 123123

分配人: 10

保存　取消

3 流程图

4 编写Controller

```
@RequestMapping("update")
@ResponseBody
public MessageModel update(SaleChance saleChance){
    saleChanceService.update(saleChance);
    MessageModel messageModel = new MessageModel();
    messageModel.setResult("营销机会修改成功");
    return messageModel;
}
```

5 编写Service

```
/**
 * 修改前的检测
 * 1.客户名称不能为空
 * 2.联系人不能为空
 * 3.联系电话不能为空
 * 额外数据补
 * 1 更新时间
 * 2 当前分配人不为空
 * @param saleChance
 */
public void update(SaleChance saleChance) {
    checkParams(saleChance.customerName,saleChance.linkMan,saleChance.linkPhone);
```

```
        saleChance.setUpdateDate(new Date());
        saleChance.setState(0);
        if(!StringUtils.isBlank(saleChance.assignMan)){
            saleChance.setState(1);
            saleChance.setAssignTime(new Date());
        }
        AssertUtil.isTrue(saleChanceDao.update(saleChance)<1,"数据更新失败");
    }
```

6 编写Dao

```
    @Update("update t_sale_chance set chance_source=#{chanceSource},customer_name=#{customerName},"
        + "cgjl=#{cgjl},overview=#{overview},link_man=#{linkMan},link_phone=#{linkPhone},"
        + "description=#{description},assign_man=#{assignMan},assign_time=#{assignTime},state=#{state},"
        + "update_date=#{updateDate} where id=#{id} and is_valid=1")
    public Integer update(SaleChance saleChance);
```

7 前台js

```
    function openAddAccountDialog() {
        $("#dlg").dialog("open");
    }
    function closeDialog() {
        $("#dlg").dialog("close");
    }
    function openModifyAccountDialog() {
        var rows=$("#dg").datagrid("getSelections");
        if(rows.length==0){
            $.messager.alert("crm","请先选中一条记录","info");
            return;
        }
        if(rows.length>1){
            $.messager.alert("crm","不能同时修改多条记录","info");
            return;
        }
        $("#fm").form("load",rows[0])
        $("#dlg").dialog("open").dialog("setTitle","修改营销机会信息");
    }
```
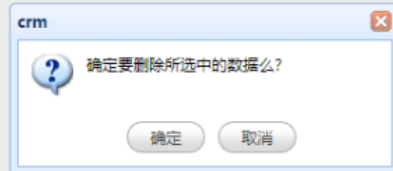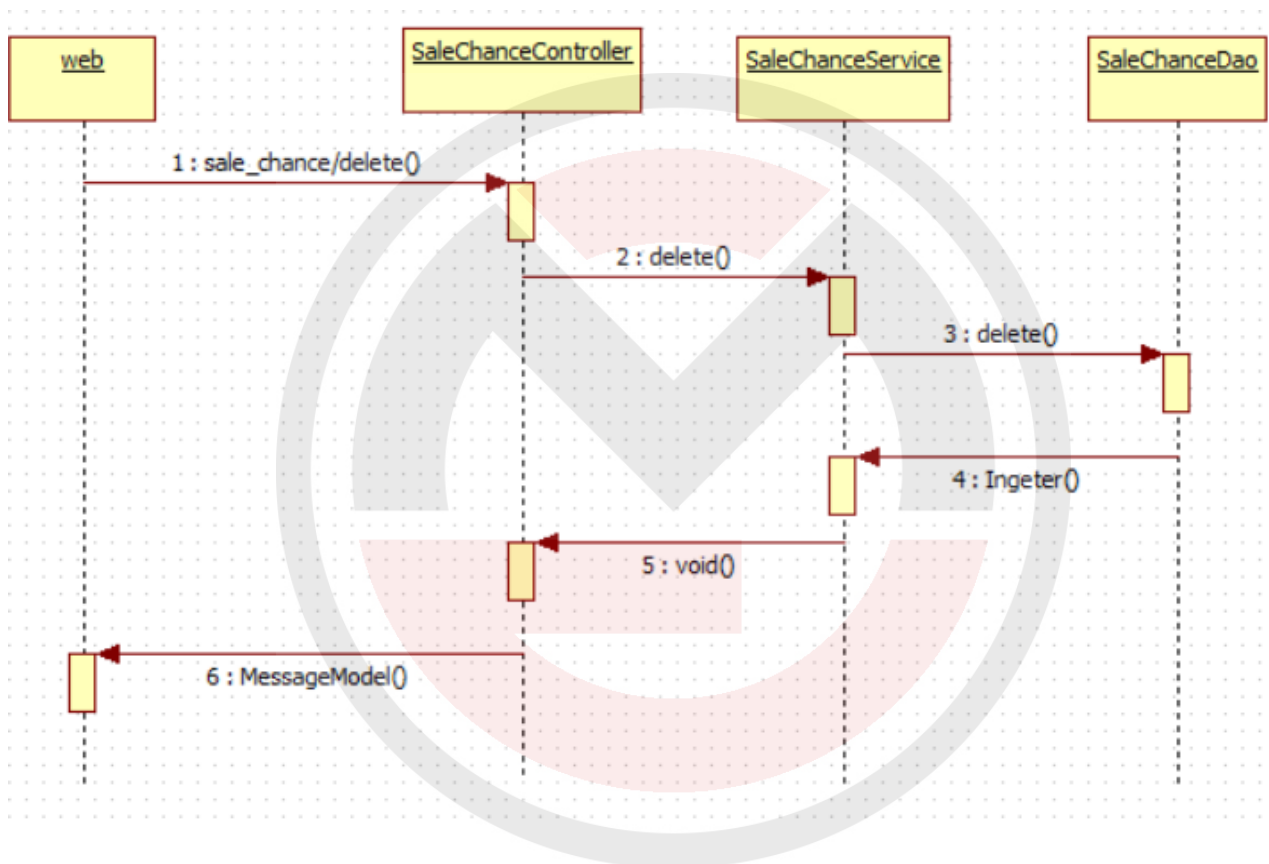
五 营销机会管理删除

1 需求分析

可以批量删除营销机会

2 页面原型

☑	2	腾讯	2222	2		2	2	2	mage	未分配	2019-04-28 09:54:45	2019-04-28 11:01:50
☑	1	风驰科技	1	1		1	1	1	mage	已分配	2019-04-28 11:04:49	2019-04-28 11:04:58

crm

? 确定要删除所选中的数据么?

确定   取消

3 流程图

4 编写Controller

```
@RequestMapping("delete")
@ResponseBody
public MessageModel delete(Integer[] ids){
    saleChanceService.delete(ids);
    MessageModel messageModel = new MessageModel();
    messageModel.setResult("营销机会删除成功");
    return messageModel;
}
```

5 编写Service

```
    public  void  delete(Integer[] ids){
            AssertUtil.isTrue(saleChanceDao.delete(ids)<1,"营销机会删除失败");
         }
```

6 编写Dao

```
    public Integer delete(Integer[] ids);
```

7 编写Mapper

```
    <delete id="delete" >
         UPDATE   t_sale_chance
         set is_valid=0
         where id IN
         <foreach collection="array" item="sale_chance_id" open="(" separator=","
close=")">
             #{sale_chance_id}
         </foreach>
     </delete>
```

7 前台js

```
    function deleteAccount() {
        var rows=$("#dg").datagrid("getSelections");
        if(rows.length==0){
            $.messager.alert("crm","请先选中一条记录","info");
            return;
        }
        var mydata="ids=";
        for(var i=0;i<rows.length;i++){
            if(i<rows.length-1){
                mydata = mydata + rows[i].id +"&ids=" ;
            }else{
                mydata = mydata + rows[i].id
            }
        }
        $.messager.confirm("crm","确定要删除所选中的数据么？",function (r) {
            if(r){
                $.ajax({
                    type:"post",
                    url:ctx + "/sale_chance/delete",
                    data:mydata,
                    dataType:"json",
                    success:function (data) {
                        $.messager.alert("crm",data.msg,"info");
```

```
                if(data.code==200){
                    searchSaleChances();
                }
            }
        })
    }
})
}
```

六 总结

项目流程：

web发送请求->Controller(接收请求)->Service(实现具体的业务逻辑)->Dao(定义接口中的方法)->Mapper(与数据库进行交互)

web发送请求<-Controller(Service封装过后前台所需要的返回值返回到前台)<-Service(Dao的返回值)<-Dao(交互过后的数据)<-Mapper(交互过后的数据)

学习发送ajax请求：

```
$.ajax({
    type:"请求类型",
    url:"请求url",
    data:"请求参数",
    dataType:"请求参数类型",
    success:function（后台的返回值）{//请求的回调函数

    }
})
```