Microsoft Dynamics

Financial Engines®

Participant
Guide

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Microsoft Dynamics CRM

Introduction

Prepare to work within the Financial Engines implementation of Microsoft Dynamics CRM to facilitate customer relationships. The focus is on learning and implementing best practices with examples and practice exercises. We hope you will enjoy the opportunity to learn the necessary methods and procedures to manage your Clients.

Module Objectives

At the completion of this module, participants should have the skills and knowledge to:

- Access the Microsoft Dynamics CRM
- Identify and navigate through Microsoft Dynamics CRM
- Create a contact record
- Work a Sales Opportunity
- Create and document an Activity
- Create a follow-up Activity
- Schedule and close a Meeting

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Profile: Andy America

Andy America and his wife, Hannah

Throughout this training, we'll be working with Andy America. Andy is 39 years old, married to Hannah America, and has one child named Robin. Hannah America is 37 and works as a counselor. Robin is 14 years old and is currently attending private school and aspires to become a doctor. Andy is currently working as an operations manager for ACME corp. and is earning $120,000 annually. He considers himself to be a thoughtful planner, although he has only recently begun saving for and thinking about retirement. Andy is nervous about his family's future and has lots of questions.

Microsoft Dynamics CRM

Connect

Use the following information to connect to the internal wireless network:

- Wireless network: FE Guest
- Password: 1050enterpri$ew@y

Access

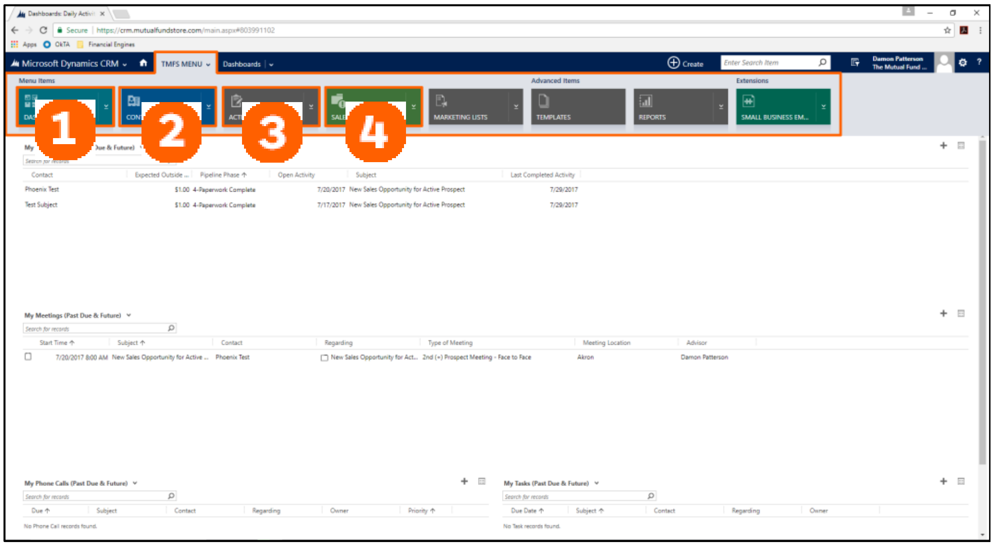
Open your web browser and navigate to https://crm.mutualfundstore.com

- Username: yourname@financialengines.com
- Password: Windows login password

You must be connected to the Financial Engines network to access CRM.

Add the CRM website to your browser favorites.

CRM Overview



TMFS Menu

1. Dashboards
2. Contacts
3. Activities
4. Sales Opportunities

Contacts, Activities, and Sales Opportunities are all connected and share information. Depending on your selection, you can navigate into each of these sections from within each other.

Dashboards

This menu selection takes you to the home page of CRM.

Contacts

Every Client has their own Contact Record.

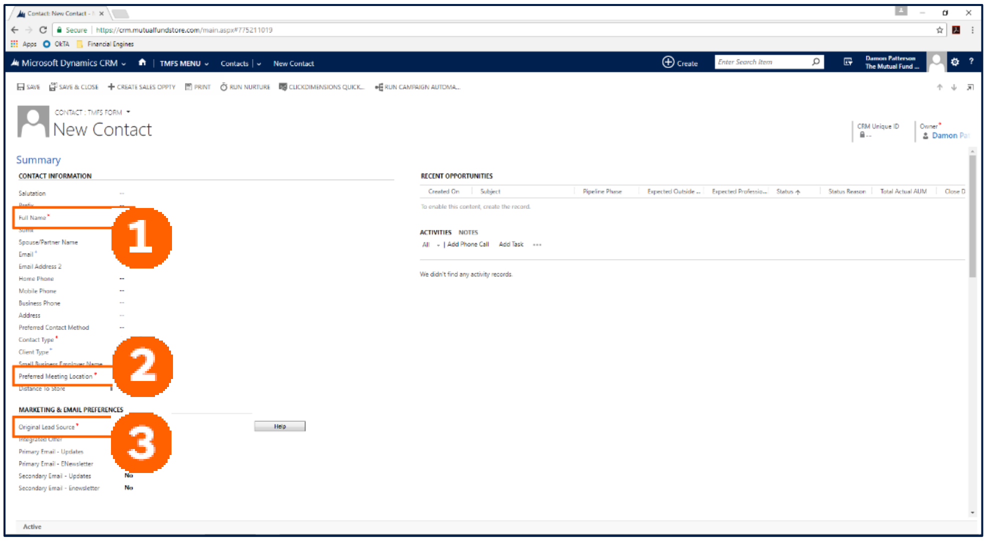
Activities

Every activity for every customer is located here. You can create activities and your Client Services Manager (CSM) can create Activities for you.

Sales Opportunities

For particular contacts you have in your database.

How to Create a Contact Record



Required Fields

1. Full Name
2. Preferred Meeting Location
3. Original Lead Source

Step	Action
1.	Click **TMFS Menu**
2.	Click **New Contact**
3.	Input the Contact Information
4.	Click **Save & Close**

Most of your leads will be created by the CCT team so you will seldom create contacts. (walk-ins, off the street, old prospect, etc.)

Capture as much information as possible:

- Full Name
- Preferred Meeting Location
- Original Lead Source
- Birthday
- Annual Income
- Retired
- Marital Status
- Notes

Transfers to MGP

- Birthday
- Annual Income
- Retired
- Marital Status

Exercise: Create a Contact Record

Exercise 1:

Use the following information to create a Contact in CRM:

- Name: Andy America
- Preferred Meeting Location: Phoenix, AZ
- Original Lead Source: FE.com – Marketing Branded
- Birthday: 03/17/1978
- Annual Income: $120,000 annually
- Retired: No
- Marital Status: Married

Andy loves to fish. He has a fishing trip scheduled for January 1st. When he retires, he wants to be able to purchase a boat and plan a fishing expedition.

KnowledgeCheck

Answer the following questions:

What are the three fields that must be filled out to successfully create a Contact?

What are the menu selections in CRM that are all connected and share information?

T/F – You can access CRM from your phone and manage your Client's information.

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Sales Opportunities

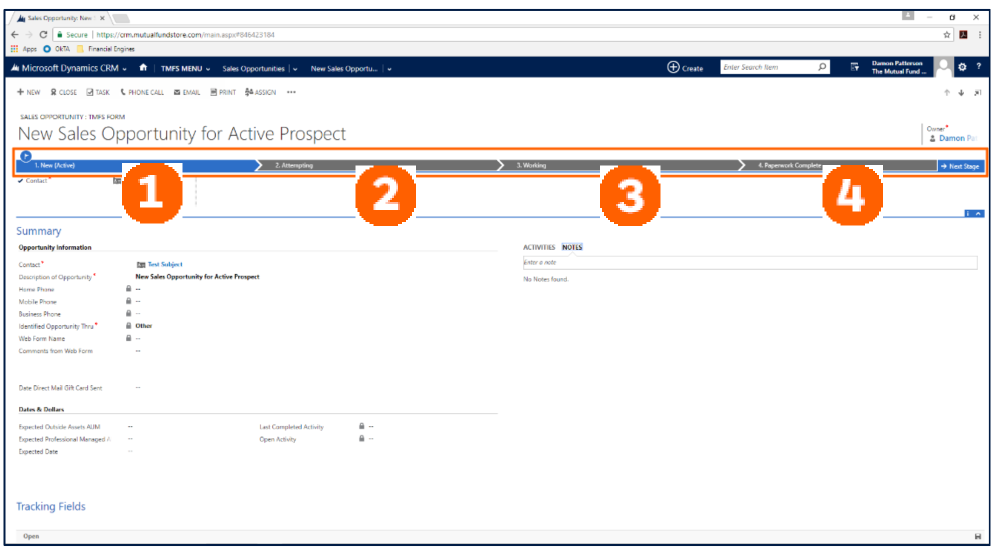
Introduction

Sales Opportunities involve several steps that describe and document the interactions with the Client.

Definition

- Near term (3-6 months) potential to win additional assets (if actively pursuing)
- Clear need identified and stated in notes (for working sales opportunities)
- A scheduled future activity which is the next step in the sales process

Sales Opportunity Stages



1. New
2. Attempting
3. Working
4. Paperwork Complete

How to Work the Sales Opportunity

Step	Action
1.	Click **TMFS Menu**
2.	Click **Sales Opportunities**
3.	Click **New Sales Opportunity for Active Prospect** for your Contact
4.	Click **Next Stage – Attempting**
5.	Click **Next Stage – Working** Expected Outside Assets AUM Expected Professional Managed Assets AUM
6.	Click **Next Stage – Paperwork Complete** Expected Date

Required Fields

- Expected Outside Assets AUM
- Expected Professional Managed Assets AUM
- Expected Date

Always document your stages and follow through with them for reporting purposes. Focus on pipeline management - Sales Opportunities are not managed for you.

- A new Sales Opportunity is always created when a New Contact is made.
- The Sales Opportunity work flow is shown at the top and illustrates what step you're on.
- Information collected when creating the contact will populate the corresponding New Sales Opportunity fields.
- New and Attempting are the pre-contact stages of the New Sales Opportunity.
- Activities can be created at any time during the Sales Opportunity.
- Stage progress is saved automatically.

How to Create and Document an Activity (Sales Opportunity)

Step	Action
1.	Click **Add Task**
2.	Input **Collect Paperwork** in **Subject** (required)
3.	Input **Due date** and select time (required)
4.	Click **OK**

The newly created Sales Opportunity is created and listed in Activities.

Add a Phone Call

Step	Action
1.	Click **Add Phone Call**
2.	Input **Talked about collecting paperwork**
3.	Input Call With
4.	Click **OK**

Editing the Activity

Step	Action
1.	Navigate to the Activity menu **TMFS Menu > Activities**
2.	Click the **Subject of the desired activity**

Create a Note in the Activity and Mark Complete

Step	Action
1.	Input notes related to the activity in Detailed Notes ex. Input **Collected notes on 08/16/2017**
2.	Click **Mark Complete**
3.	Create a follow-up activity OR Finish. <table><tr><th>If…</th><th>Then…</th></tr><tr><td>You don't want to create a follow-up activity</td><td>select **No** and click **Finish.**</td></tr><tr><td>You want to create a follow-up activity</td><td>click **Yes** and click **Next.**</td></tr></table>

Additional Activities

- Email
- Meeting
- Change Request Form
- Client Set Up Form
- CT-RP-PA Money Out Form
- Financial Checkup
- Life Insurance Referral
- Qualified Money Movement Assessment
- Text Message

KnowledgeCheck

Answer the following questions:

What are the pre-contact stages of the New Sales Opportunity?

What defines a Sales Opportunity?

What are the four stages of the New Sales Opportunity workflow?

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How to Create a Follow-Up Activity

Step	Action
1.	Navigate to the Activity menu **TMFS Menu › Activities**
2.	Click the Subject of the activity
3.	Click **Mark Complete**
4.	Select **Yes** from Would you like to create a new activity for follow-up purposes?
5.	Click **Next**

There are two places where activities can be updated or created:

- In the Sales Opportunity – This method is preferred because your pipeline report will only update and pick up opportunities and tasks that were created in the Sales Opportunity, not from the client records)
- In the Client record – The Client record is primarily used for creating notes and accessing MGP.

Note: DVP's will monitor your Activities to gauge your progress. It is important to 'give yourself credit' by documenting your Activities.

How to Schedule a Meeting (Activity)

Step	Action
1.	Select **Yes** for Create a follow-up Meeting?
2.	Select the type of meeting for the Meeting
3.	Input the Meeting's due date/time.
4.	Input any detailed notes for the Meeting
5.	Click **Next.**
6.	Click **Finish.**

KnowledgeCheck

Answer the following questions:

What is the preferred method for creating and updating Activities?

What is the Client Record primarily used for?

What is the most important metric that you should be mindful of?

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Exercise: Life Events

Exercise 2:

You just got off the phone with Andy America. He'd like for you to give him a call back in two weeks, as he's expecting to receive his portion of an inheritance left to him by his mother. Schedule the phone call so that you can discuss his financial future.

After speaking with Andy, he tells you his wife is pregnant with their second child and he's been thinking more about his family's future. He informs you that he'd like to meet in persona to go over his portfolio, make some adjustments, and reexamine his long-term goals. What are your next steps? Document them in CRM.

Microsoft Dynamics CRM Golden Rules

1. Always begin your day with your Sales Opportunities – review the My Opportunities view where you will see:
   a. New opportunities, at the top, that have come in since your last review
   b. All other opportunities where the next activity date is today (or past due)

2. Always log what you did and schedule what you will do next – when managing your Sales Opportunities, you need to log what you just completed (phone call, voicemail, meeting) and schedule what should happen next (future call, face-to-face meeting).

3. Use CRM to manage your day – once you've addressed your Sales Opportunities then move into other client related activities (My Phone Calls, My Meetings, My Tasks) scheduled for that day. Use the CRM Daily Activities view to access these items.

4. Client and prospect interactions trump all other activities – fit in paperwork, trading and administration in between these core interpersonal activities. Fully utilize your CSM to support these other activities.

5. Every prospect/client interaction needs to be recorded in CRM. Detailed notes help you keep track of what happened. Don't assume you will remember it.

6. Remember to 'Save' – before moving from one record to the next always 'Save' your record.