

TRAINING GUIDE

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William .

Managing Prospective Leads in Prospect Manager

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Unit 1: Adding a New Prospect in Prospect Manager

In this section, you will learn:

Adding a New Prospect Adding Contact People to a Prospective Account Adding a Contact Person Who is Not a Company Adding Quickpick Items to the Status, Next Action, and Proposal Status Creating a User-Defined Field Displaying User-Defined Fields Establishing New Booking Defaults Establishing Required Fields Making Required Fields Generally Required Making Required Fields Conditionally Required

Adding a New Prospect in Prospect Manager

Prospect Manager allows you to maintain a detailed database of leads, separate from your accounts in Account Manager. You can track your history with these leads, including your next action and its action date, and then quickly promote those leads to active accounts whenever they are ready to accept a proposal for an event. Prospect Manager gives you the power to manage your leads from start to finish, in that you have a dynamic import tool in which to pull customers into the program, and the capability to generate batch prints or e-mails to market to an entire group of leads.

Adding a New Prospect in Prospect Manager

The process of adding prospects and accounts is exactly the same; it is only in concept that they differ. For example, you will find the steps below to be the same steps you would follow if you were adding an account in Account Manager. Here, however, we are discussing *prospects*. Prospects are your leads: companies or individuals that are not yet your active accounts. Prospect Manager allows you to maintain a database of prospective clients. Then, when a prospect becomes an active account, a simple mouse click allows you to send the prospect (or an entire group of prospects) into your Account Manager. There is no repetitive typing, ever.

- 1. Access Prospect Manager by clicking the **Prospect Manager** button from the **Main** Caterease sidebar.
- Click the Add Record button , located in the main toolbar at the top of your Caterease screen.
 Result: A confirmation message appears.

Tip: Once you have added your new prospect, you will probably want to add information about a specific contact person.

Click Yes to confirm your choice.
 Result: A new prospect record is added, with the default name of "New Prospect."

Note: If your new prospective customer is an individual (as opposed to a company), see "Adding a Contact Person Who Is Not a Company."

A B C D E F G H I			Propect Details		¥ ¥ S	tatus				*	
· · · · · · · · · · · · · · · · · · ·	City		General Miscellar	neous				Directions Notes Picture			
Abby Perkins	Naples										
Acoustics Associates	Ft. Myers		Client/Organizat	ion New Prospec	:t						
Aid Association for Lutherans	Ft. Myers	_	Address								
Alzheimer's Association	Ft. Myers		City								
Amateur Athletic Union	Ft. Myers										
American Family Insurance	Ft. Myers		St/Prov		Postal						
Baptist Women's Hospital	Naples		Telephone	() -	Cellular () -					
lass Inc. Iehavioral Services Of SW Florida	Ft. Myers										
	Bonita Springs Bonita Springs	- 1 -	Email								
Bonita Springs Arts Alliance CAM/USON Company	Naples										
CBA Corp	Naples		Contacts	* Last	First	Title		Telephone	Fax		
CCA West Collier Detention	Naples		contacts	* LdSL	FIISU	The		relephone	FdX	0	
Chamber of Commerce	Ft. Myers	-	Proposals								
Cole Chiropractic	Naples		Events							LQ	
Collier County Bank	Naples									**	
Community Mortgage	Naples		Guestrooms							1	
Frow Wedding Reception	Sanibel	-	Reminders								
Cruises & Vacations, Inc.	Ft. Myers		Contact History								
Javid Ames & Associates	Ft. Myers		contect matory			<	No dat	a to display>			
David WittmanEstero Panthers	Estero										
Diebold Company	Ft. Myers										
Ducks Unlimited	Ft. Myers										

4. Type the name of your new prospect into the <u>Client</u> field, and press **[Tab]** or **[Enter]** to move to the next field.

Result: The name you type replaces the default name "New Prospect." **Note**: You can add, remove, or rearrange fields on this and other areas of the screen.

- 5. Continue to fill out the fields on the **General** tab as desired, pressing **[Enter]** or **[Tab]** after each one to move to the next field.
- 6. [Optional] On the Miscellaneous tab, located to the right of the General tab, type into a field or click the down arrow to the right of each field to make a choice from the corresponding quickpick lists. Note: These fields are used for tracking your prospects, and they are entirely optional. Also available (by default) on this tab is the option to make a client tax-exempt by clicking into the Tax Exempt checkbox.
- [Optional] Click the Directions tab and type into the text box as desired if you wish to include directions to this prospect's facility.
 Note: You may also paste copied directions into the text box.
- 8. [Optional] Click the Notes tab and type any notes into the text box as desired.
- 9. **[Optional]** Click the **Picture** tab, then right-click within the white text box area and choose **Load From File** if you wish to include a digital image to associate with this prospect.

Adding Contact People

If a prospective customer decides to book an event with your company, you can easily make that prospect into an active account in Prospect Manager, and all of your contact people and history notes will be transferred into

Account Manager (the main account maintenance module) along with it. Of course, you are always free to add additional contact people in Account Manager (or in Event Manager or Prospect Manager) as the need arises.

Adding Contact People to a Prospective Account

- 1. Access Prospect Manager by clicking the **Prospect Manager** button from the **Main** Caterease sidebar.
- 2. Search for and retrieve the prospect to which you wish to add a contact person, or add a new one.
- 3. Click the **Contacts** tab, located toward the middle of your Prospect Manager screen, if it is not already selected.
- 4. Click the Add A New Contact button , located at the right-hand side of your screen.

Result: The Contact window opens.

Contact: Un-As	signed		×
📹 Credit Cards 🛛 🖽	Copy To Client	-	Ľ
General Notes Pie	ture		
Contact			
Last Name			
First Name			
Salutation			
Title		-	
Telephone	() -		
Fax	() -		
Cellular	() -		
Email			
Address		\$	
Address			
Address (Other)			
City			
St/Prov	Postal		
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Tip: You can click Copy to Client at the top left of the New Contact window to copy all contact person details name, address, phone, etc. - to the client (or prospect), so you do not have to type that information more than once. As a default, the name will copy in the format of Last Name First Name.

- 5. Type the contact person's last name into the <u>Last Name</u> field, and press **[Tab]** or **[Enter]** to move to the next field.
- 6. Type the contact person's first name into the First Name field, and press [Tab] or [Enter].
- 7. Type the salutation into the <u>Salutation</u> field. **Note:** Examples include John, Mr. Smith, Dr. Jones, etc.
- 8. Click the down arrow to the right of the <u>Title</u> field, and select an option from the drop-down quickpick list, or simply type into the field. *See "Creating Quickpick Lists for Status, Next Action, and Proposal Status," below.*
- 9. Continue to fill out the fields on the **General** tab as desired, pressing **[Enter]** or **[Tab]** after each one to move to the next field.
- 10. **[Optional]** Click the **Credit Card Information** button and complete the credit card information for the contact.
- 11. **[Optional]** Click the **Notes** tab and type any desired notes pertaining to this contact person. **Note:** These notes do not print anywhere; they are merely here for your on-screen reference. You can format the text by highlighting the text, clicking your right mouse button, and choosing **Font**.
- 12. **[Optional]** Click the **Picture** tab, then right-click within the text box and choose **Load From File** if you wish to include a digital image to associate with this prospect.
- 13. When finished, click **OK**, located at the bottom of the form, to close the form and save your changes. *Result*: *The contact person's name appears in the grid*.
- 14. Continue adding contacts as desired. **Note**: The first contact person entered is designated as the primary contact.

Adding a Contact Person Who is not a Company

A prospective customer can be added in Prospect Manager, if you want the new customer to be included as a "prospective lead" rather than an active client. The prospect can be entered as a company or as an individual. This topic discusses the latter option.

Adding A Contact Person Who is not a Company

- 1. Access Prospect Manager by clicking the **Prospect Manager** button from the **Main** Caterease sidebar.
- 2. Click the **Contacts** tab, located at the bottom left-hand side of the Prospect Manager screen, if it is not already selected.
- 3. Click the Add a New Contact button , located at the right-hand side of the screen. **Result:** The Contact window opens.

0	Contact: Abby	Perkins		×
1	Credit Cards 🗄	Copy To Client		₩ - ⊡
Ge	eneral Notes Pie	ture		
Г Г	Contact			
	Last Name	Perkins		
	First Name	Abby		
	Salutation	Abby		
	Title	Bride		-
	Telephone	(901) 489-1853		
	Fax	() -		
	Cellular	(662) 393-2410		
	Email			
	Address			*
	Address	1910 Gayfer Drive		
	Address (Other)			
	City	Horn Lake		
	St/Prov	MS	Postal 38637	
			<u>O</u> K	<u>C</u> ancel

- 4. Type the contact person's last name into the Last Name field, and press [Tab] or [Enter] to move to the next field.
- 5. Type the contact person's first name into the First Name field, and press [Tab] or [Enter].
- 6. Type the salutation into the <u>Salutation</u> field. **Note:** Examples include John, Mr. Smith, Dr. Jones, etc.
- 7. Click the down arrow to the right of the <u>Title</u> field and select an option from the customizable quickpick list (or you may type directly into the field). *See "Creating Quickpick Lists for Status, Next Action, and Proposal Status," below.*
- 8. Continue to fill out the fields on the **General** tab as desired, pressing **[Enter]** or **[Tab]** after each one to move to the next field.
- 9. [Optional] Click the Credit Cards button tact.

9. [Optional] Click the Credit Cards button ^(C) and complete the credit card information for the con-

- 10. **[Optional]** Click the **Notes** tab and type any desired note pertaining to this contact person. **Note:** These notes do not print anywhere; they are merely here as an on-screen reference. You can format the text by highlighting the text, clicking your right mouse button, and choosing **Font**.
- 11. **[Optional]** Click the **Picture** tab, then right-click within the text block and choose **Load From File** if you wish to include a digital image to associate with this prospect.
- Click the Copy To Client button, located on the top left of the New Contact window.
 Result: All name and address information from the contact person is copied into the respective fields for the client.
 Note: If any client information already exists, you will be prompted to confirm you want it overwritten.
- 13. Click **OK** to close the Contact window.

Creating Quickpick Lists for Status, Next Action, and Proposal Status

Throughout your Caterease program there are several drop-down menus, or quickpick lists, to assist you in data entry. These lists, which can be edited at any time, exist to save you the tedium of double data entry, and allow you to keep your data consistent. For example, rather than having to type "Follow up after Brochure" multiple times, you can simply pick it from your Next Action quickpick list.

Adding Quickpick Items to the Status, Next Action, and Proposal Status

1. Click the **Setup** sidebar and select **Quickpicks**. *Result: The Setup Quickpick Lists window opens.*

Setup Quickpick Lists		×
•B •B		0 🗢
 ★∃ -∃ > General > Account Manager > Event Manager > Menu Items > Recipes > Ingredients > Required Items > Modifiers > Vendors > Payments > Site Locations > Employee Manager > Contact Manager > Prospect Manager > Orosslatus > Scheduler > Miscellaneous > Guestrooms Manager > User Defined Fields 	Cold Cool Warm Very Warm Hot Give Up	
		Close

2. Click the **Expand** button **Prospect** Manager category, and choose **Status**.

Note: Click the **Full Expand** button ⁺ to expand all selections.

- 3. Click the **Add New Item** button , located at the top right-hand side of the form. *Result:* A blank field appears.
- 4. Type the name of your quickpick item into the field, and press [Tab] or [Enter].
- 5. [Optional] Click inside the field and then click the down arrow to the right of the field to choose a default color for the new Status name.
 Note: Access a custom color palette (for the purpose of color-coding your statuses) by clicking the Ellipsis button , located to the right of the down arrow.

Creating User-Defined Fields in Prospect Manager

You can create user-defined fields to serve any purpose you want. If you need to keep track of a special piece of information and Caterease did not provide you with this specific field, you can make up your own field. If you create a user-defined field for general text entry, you can also make up your own quickpick list to correspond with it. If you create a date field, you will have access to a drop-down calendar. Similarly, if you create

a number field, you will have access to a drop-down calculator. User-defined fields can be brought onto your screen display and into your event prints, and can be tracked via reports and queries.

Creating a User-Defined Field

1. Click the User-Defined Fields button from the Setup sidebar. *Result:* The User-Defined Fields window opens.

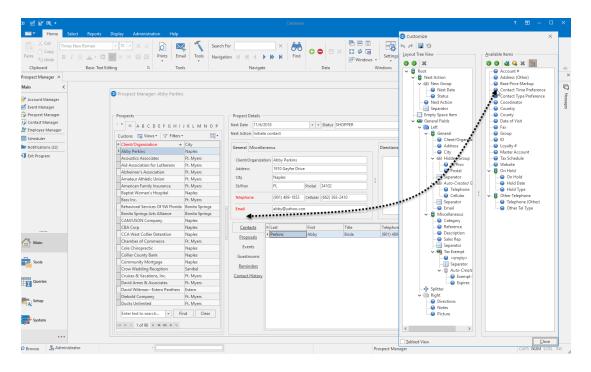
Accounts		Name Of Field	Туре		
Contacts	1	Contact Type Preference	Text	-	×
Events	2	Contact Time Preference	Text	-	×
SubEvents	3	NA	Text	-	×
	4	NA	Text	-	×
Menu Items	5	NA	Text	-	×
Employees	6	NA	Text	-	×
Site Locations	7	NA	Text	-	×
Guestrooms	8	NA	Text	-	×
	9	NA	Text	-	×
Reminders	10	NA	Text	-	×
Contact History	11	NA	Text	-	×
Vendors	12	NA	Text	-	×
Ingredients	13	NA	Text	-	×
-	14	NA	Text	-	×
Required Items	15	NA	Text	-	×
	16	NA	Text	-	×
	17	NA	Text	-	×
	18	NA	Text	-	×
	19	NA	Text	-	×
	20	NA	Text	-	×

- 2. Click the **Accounts** tab, if it is not already selected.
- 3. Click into any available field and type a name for your custom field.
- 4. Click the down arrow in the <u>Type</u> column, located to the right of your custom field.
- 5. Choose the appropriate <u>Type</u> for your new field: Text; Phone; Number; Currency; Date; or Time. **Note:** Click the X, to the right of the field, to reset to N/A, with a Type of Text, and to also clear any required field settings.
- 6. Repeat Steps 3 through 5 to add additional user-defined fields as desired.
- 7. Click **OK** when finished adding your user-defined fields.

Displaying User-Defined Fields

- 1. Decide where on the Manager screen you would like to place the user-defined field.
- Right-click directly on any field name or tab name on the screen.
 Note: Right-clicking within a field brings up a completely different pop-up menu.
- 3. Select **Customize** from the pop-up window which displays. *Result:* The Customize window opens.
- 4. Hold your left mouse button down on the name of the user-defined field (found in the **Available Items** pane) you would like to display on your screen.
- 5. Drag the field name into position anywhere on the screen, and then release your mouse button.

Note: Remember to click the **Save Current Window Settings** button if you would like to retain the new arrangement as your default setting.



Establishing New Booking Defaults for Prospect Manager

The New Booking Defaults dialog box allows you to set certain default values for various fields in the program; therefore, whenever you add a new prospect to Caterease, its city, state, etc., will default to the values you enter here, within the New Booking Defaults window. This feature is available in the Standard and Professional versions of Caterease.

Adding New Booking Defaults

- 1. Click the **Administration** ribbon tab at the top of your screen.
- 2. Click the **General** button and select **New Booking Defaults**. *Result:* The New Booking Defaults window opens.
- 3. Click the **Prospects** tab.

New Booking	Defaults		\times
Accounts	Address		
Contacts	City State		
Events	Postal		
Employees	County Country		
Sub-Events	Miscellaneous		
Prospects	Next Action Status	Initiate contact Cold	
Guestrooms	Reference Description Sales Rep Coordinator Category		
		<u>О</u> К	<u>C</u> ancel

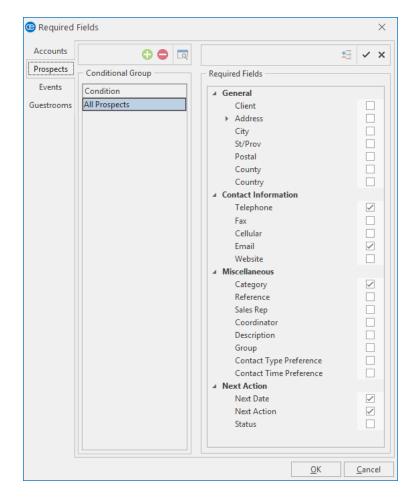
- 4. Click into the Address section and type into the fields as desired.
- 5. Click into the **Miscellaneous** section, then click the down arrow at the right of a field and select the desired option from the quickpick list.
- 6. When finished, click **OK**. *Result: The window closes, saving your changes.*

Establishing Required Fields for Prospect Manager

A perfect way to add structure to your sales staff's data-entry process is by using the Required Fields feature. This tool allows you to designate certain fields in Prospect Manager (and Account Manager, Event Manager, or Guestrooms Manager), as "required." This means a prospect, account, event, or group rooms contract cannot be saved unless the required information fields are populated. This feature is available in the Standard and Professional versions of Caterease.

Making Fields Generally Required

- 1. Click the **Administration** ribbon tab at the top of the screen.
- Click General > Required Fields. Result: The Required Fields window opens.



Tip: Even user-defined fields you have created can be designated as required fields using this tool, and will be listed along with the other fields on the appropriate tabs. Also, note that you can optionally select all fields on the currently displayed tab as required information by clicking the **Check All Fields** button at the top right of the window.

- 1. Click the **Prospects** tab, located on the left-hand side of the window.
- 2. In the right-hand pane of the window, click the checkbox next to any field you want to be required information, optionally clicking the expand button next to any unopened group of fields to choose fields from that group.

Result: The selected fields will now be required information, meaning that no prospects will be able to be saved without those details entered. (Existing records that are missing required information can be opened, but they cannot be edited and saved until all required information has been entered.)

3. Click **OK** to close the window and save your changes. **Result**: The next time you open Prospect Manager, any fields you designated as required will be highlighted in red on your screen. If your Prospect Manager was open when you established your required fields, you will need to close it and reopen it for the changes to take effect.

Making Fields Conditionally Required

- 1. Click the **Administration** ribbon tab at the top of the screen.
- Click General > Required Fields. Result: The Required Fields window opens.
- 3. Click the **Prospects** tab, located on the left-hand side of the window.
- 4. Click the **Add Condition** button 😳 at the top center of the Required Fields window. **Result:** The Select Condition window opens.
- 5. Select a condition from the **Create a new group that applies to.**... drop-down list.

Select Condition		×
Required Fields Group Condition		
Create a new group that applies to		
All Prospects		Ň
All Prospects		3
Prospects with a Category of		
Prospects with a Description of		
	<u>O</u> K	<u>C</u> ancel

- 6. Choose from among:
 - All Prospects Note: If All Prospects is selected, the second drop-down will not display.
 - Prospects with a Category of or Prospects with a Description of Note: If either of these options is selected, the second drop-down list becomes available, along with its own drop-down list.

- 7. When finished setting your conditions, click **OK**. *Result: The Select Condition window closes.*
- In the right-hand pane of the window, click the checkbox next to any field you want to be required information for records that match your condition, optionally clicking the expand button next to any unopened group of fields to choose fields from that group.
 Result: The selected fields will only be required for records that match your condition (see tip for important information about prioritizing conditions).
- Important: Hold your left mouse button down on the new condition you've created in the left pane of the window and drag it up (or down) in the list to prioritize. Note: See tip for important information.
- 10. When finished, click **OK** to close the window and save your changes.

Note: The program evaluates these conditions in the order they are listed, and stops when it reaches a condition that is true. For example, if your first condition for prospects reads "Category = Corporate" and your second condition reads "Description = Association Member," when the program finds a prospect with a category of "Corporate," it will apply those required fields and stop, never evaluating for the second condition. For this reason, it is imperative that any condition that says "All" records (Prospects, Accounts, Events, etc.), be the LAST condition listed.

Unit 2: Completing Additional Prospect Information Tabs

In this section, you will learn:

Copying Directions and Pasting into the Directions Tab Copying Prospect Notes From the Scratch Pad Inserting an Image into a Text Block

Completing Additional Prospect Information Tabs

You can use additional tabs in Prospect Manager to add detailed directions, notes, and images.

Using the Mapping Interface

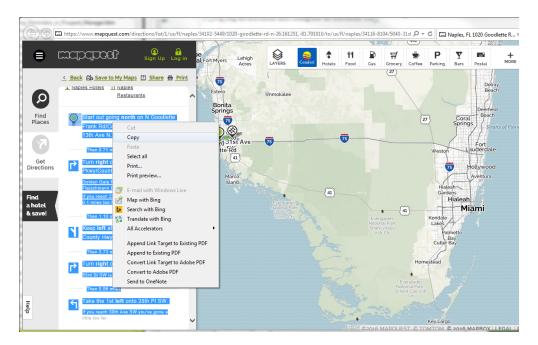
You can include directions to the currently selected prospect's facility by typing any text into the Directions tab and formatting the directions. You also have the option of copying directions from the Get Maps interface and pasting them into the Directions tab.

- Click the Get Map button on the toolbar on the right-hand side of your Prospect Manager screen, or access this button from your Tools menu, depending on your personal configuration. *Result:* The Get Directions window opens, with your company's address automatically filled in as the Start information and your client's address as the End information. Note: If you have not filled in this prospect's address, city, state, etc., then the End information will be blank.
- 2. Click the down arrow next to **Map Provider**, located in the **Options** section, and choose your preferred mapping website.
- Click OK to generate the directions.
 Result: Your web browser will open on your chosen website, showing directions to the client's address.
 Note: This interface only works if you have a connection to the Internet currently active on your computer.
- 4. **Optional]** Copy the directions and paste them into the **Directions** tab, located on the upper right-hand side of the screen (see section below).

Get Directio	ns	×	
	START		
DIRECTIONS	Address	1020 Goodlette Rd N	
DIRECHONS	City	Naples	
	St/Prov	FL	
	Postal	34102	
	Country		
	END		
	Address	1155 Cully Road	
	City	Bonita Springs	
	St/Prov	FL	
	Postal	38018	
	Country		
	Options		
	Map Provider	MapQuest 1	
		MapQuest S	
		Google Maps Virtual Earth <u>O</u> K <u>C</u> ancel	

Copying the Directions and Pasting into the Directions Tab

- 1. Generate the directions as described above.
- 2. Highlight all of the directions (text).



3. Right-click into the <u>Directions</u> area and select **Copy**.

- 4. Click **OK** to close the Get Directions window.
- 5. Return to the **Directions** tab in Prospect Manager.
- Right-click into the <u>Directions</u> text block and select **Paste as Plain Text**. *Note:* Choosing this option, as opposed to *Paste*, will help minimize the amount of text formatting that is required.
- 7. Format the text (if necessary) by removing extra spaces.

Using the Prospect Manager Notes Tab

What if there is an important note or comment about a prospect that needs to be recorded for future reference? The Notes tab provides a place to store these important notes and comments. You can manually type the information or you can insert commonly used text that has been stored in your Scratch Pad.

Using the Notes Tab

1. Click the **Notes** tab, located on the upper right-hand side of your Prospect Manager screen.

2. Click into the <u>Notes</u> text block.

😳 Prospect Manager: East High Sc	hool									-		\times
by Layouts ▼											8 . - G	I 🖽
Prospects		Propect Det	ails –									I R
A B C D E F G H I	JKLMNOP	Next Date			👻 👻 Status						-	
Custom: 🎆 Views 🔻 🖓 Filters 🖲	-	Next Action									*	
* Client	City	General Mi						Directions Notes Picture				5
Amateur Athletic Union	Ft. Myers	General Ivin	scena	ineous				Directions Notes Picture				6
American Family Insurance	Ft. Myers	Client	East	t High School								
Baptist Women's Hospital	Naples	Address		ist Drive								6
Bass Inc.	Ft. Myers	Address										
Behavioral Services Of SW Florida	Bonita Springs	City	Nap	oles			:					
Bonita Springs Arts Alliance	Bonita Springs	St/Prov	FL		Postal 34102							
CAM/USON Company	Naples											
CCA West Collier Detention	Naples	Telephone	(218	3) 863-2911	Cellular () -							
Chamber of Commerce	Ft. Myers	Email	info	@fgcu.org								
Cole Chiropractic	Naples	cinali		-graining								
Collier County Bank	Naples											
Community Mortgage	Naples	Contact	<u>s</u>	* Last	First	Title		Telephone	Fax			
Crow Wedding Reception	Sanibel	Proposal		▶ Aaron	Edward	Administrator		(218) 863-2911	(218) 863-3030			
		Proposal	15									

- 3. Type the desired text or use the Scratch Pad, described below.
- 4. Format the text by using the **Format** toolbar at the top of your screen or by highlighting the text, rightclicking, and selecting **Font** in the pop-up window.

Copying Prospect Notes from the Scratch Pad

1. Click the **Notes** tab, located in the middle of the Prospect Manager screen.

Tip: Set up your Scratch Pad in Administration > Lists > Scratch Pad.

- 2. Click into the <u>Notes</u> text block.
- Click the Scratch Pad button , located in the toolbar on the upper righthand side of your screen or from your Tools menu, depending on your personal configuration. *Result:* The Scratch Pad window opens.
- 4. Select a category on the left-hand side of the window to locate your preferred text.
- 5. Highlight the text you want to copy (from the right-hand side of the window), then place your cursor into the text block and click the **Insert Text** button.
- 6. Format the text by highlighting it, right-clicking, and selecting **Font** or by using the **Format** toolbar at the top left-hand side of the screen, in the **Basic Text Editing** area.

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Using the Prospect Manager Picture Tab

You can opt to include a digital image of the currently selected prospect, their building, or perhaps their company logo.

Inserting an Image

- 1. From the Prospect Manager main screen, click inside the <u>Picture</u> text block, located on the upper righthand side of the screen.
- 2. Right-click and then select **Load From File...** from the pop-up menu. *Result:* A browse window opens.
- 3. Browse to the image you want to insert.

4. Double-click the image to insert it into the text block.

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5. Click the **Save** button , located in the main toolbar at the top of your screen.

Unit 3: Creating Next Actions and Next-Action Dates

In this section, you will learn:

Adding Next Actions and Next-Action Dates Changing the Prospect Status Establishing a Filter Saving a Filter Retrieving a Previously Saved Filter

Creating Next Actions and Action Dates

When you are prospecting your leads in Prospect Manager, you will want to schedule the next action you need to take for each of those leads. This Next Action field is a quickpick list you can customize in order to create a list of common actions and not have to type the same thing more than once. In addition, you can set up a filter in your Prospect Manager to instantly show you all prospects with a next action date of today (and, for that matter, your name as a sales rep), all with the click of a button!

Adding Next Actions and Next-Action Dates

- 1. Locate the prospect record you would like to set a next action for, or add a new prospect.
- 2. Click into the <u>Next Date</u> field, located at the top of the screen, toward the middle.
- 3. Type a next-action date into the field, or click the down arrow to the right of the field to access a dropdown calendar.

Note: There are two calendars from which to choose: The first drop-down calendar (to the immediate right of the <u>Next Date</u> field) drops down the standard calendar view; the second drop-down calendar indicates the number of next actions that have been set for a particular date.

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4. Click the down arrow to the right of the <u>Next Action</u> field and select an option from the quickpick list.

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5. Click the **Save Changes** button , located in the main toolbar at the top of your screen.

Setting a Prospect Status

You can assign a status to a prospect, using a custom quickpick list of options, so you can track its progression from lead to account.

Assigning a Status to a Prospect

- 1. Access Prospect Manager by clicking the **Prospect Manager** button from the **Main** Caterease sidebar.
- 2. Click the <u>Status</u> field, located towards the top right-hand side of the window.
- 3. Click the down arrow at the far right of the field to choose a status for the prospect from the customizable quickpick list.

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4. Click the **Save Changes** button , located in the main toolbar at the top of your screen.

Establishing a Filter in Prospect Manager

Perhaps at any time you might see more records in your Prospect Manager grid than you really want to look at. You can instantly (and temporarily) filter out certain records from your grid based on next actions, next action date, follow-up type, etc.

Establishing a Filter

- 1. From your main Prospect Manager screen, click the **Display Full Grid** button , located at the upper right-hand side of your screen. Result: Your Prospect Manager opens in full-grid mode.
- 2. Click the **Quick Column Customizing** button ^{*}, located to the left of the Client/Organization field. **Result:** A drop-down list of column headings displays.
- 3. Click into the checkbox next to the desired field name, such as <u>Next Action</u> and/or <u>Next Date</u>.
- 4. [Optional] Hold your left mouse button down on a column title in the customization window and drag up and down to reposition that column in the list of customization options. Note: You can also drag column headings left and right in the grid itself.

5. Click on the funnel at the right of a particular column heading, e.g., the column heading labeled <u>Next</u> Action, and select a snap filter from the drop-down option (or create a custom filter).

Saving a Filter

- 1. Establish a filter (as outlined above).
- 2. Click the Filters button, located at the top left-hand side of the Prospect Manager screen.
- 3. Click **Custom**. *Result:* The Custom Filters window opens.
- 4. **[Optional]** Click the **Shared** button at the bottom of the Custom Filters window if you want this custom filter to be shared with other users on your Caterease network. (Available if you own the Professional version of Caterease.)

Note: The User button, selected by default, means this filter is only available under your user name.

- Click the Add Filter button
 Result: A new filter is added to your list, with the default name "New Filter."
- 6. Type a name for your new filter into the field.
- Click the Save Current Filter button Result: Your new filter is saved.

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Retrieving a Previously Saved Filter

- 1. Click the **Filters** button, located at the upper left-hand side of your main Prospect Manager screen. *Result:* The list of custom filters you have created display in a drop-down list.
- 2. Select the filter from the drop-down list.

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Unit 4: Creating Reminders and Contact History Notes in Prospect Manager

In this section, you will learn:

Adding a New Reminder Viewing Active Reminders Retrieving Linked Reminder Items into a Manager Dismissing or Snoozing Reminders Creating a New Contact History Note from Prospect Manager Viewing/Editing Contact History Notes in Prospect Manager Customizing Columns in the Contact History Grid Showing the History Comment in the Contact History Grid

Creating Reminders in Prospect Manager

Prospect Manager allows you to create a single next action and its action date and then filter your records so you can view all actions that are due that day. However, if you want to create reminders that will prompt you the moment you open Caterease, you can do so if you own the Contact Manager add-in to the program.

Creating a New Reminder

- 1. Access Prospect Manager by clicking the **Prospect Manager** button from the **Main** Caterease sidebar group.
- Click the New Reminder button A l, located on the toolbar on the right-hand side of your screen, or from the Tools button at the top of the screen, depending on your personal configuration. Result: The Reminder window opens.

Note: You may also click the Add a New Reminder button

from the **Reminders** tab.

- 3. Complete the following information in the <u>Reminder</u> fields.
 - **Subject**: Type a **Subject** for this reminder, or click the down arrow to the right of the field to select items from a drop-down quickpick list.
 - Location: Type a Location to associate with this reminder, or select from the drop-down quickpick list.
 - Label: Optionally assign a Label to the reminder by selecting an option from the drop-down list of options.
 - Start Date: In the first field to the right of Start, click the down arrow and select a start date from the drop-down calendar.
 Note: The current date is entered by default.
 - Start Time/End Time: [Optional] Enter Start and End times by typing directly into the fields or using the up-and-down arrows to select the times. Note: The current Start time is entered by default. This time will be displayed with the reminder, but will not control what time the reminder appears; in other words, a reminder might state you need to do something at 12:00 p.m., but it will appear when you first open Caterease that day.
 - End Date: In the first field to the right of End, click the down arrow and select an end date from the drop-down calendar.
 - **Reminder Active**: The check mark in the **Reminder Active** checkbox designates the reminder as active; removing the check mark makes the reminder inactive. The "Active" times may be adjusted by clicking the down arrow to the right of the field and choosing from the drop-down list.

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Subject	Abby Perkins	-
Location	Email 🔻 Label None	-
Start	11/21/2018 • 08:30 AM + All day event	
End	11/21/2018 - 08:35 AM 🗘	
🗹 Remi	nder Active 15 minutes - Show time as Busy	*
Client	Abby Perkins	٩
Contact	Perkins, Abby 🗾 Link	٩
Category	General Follow-Up	-
User	Kathy Wilson	-
Follow	up on brochure.	
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- 4. Complete the following information in the <u>Reminder Information</u> fields.
 - **Client**: This is the client/organization to which the reminder pertains. You can accept the default or click the magnifying glass to the right of the field to search for another client/organization.
 - **Contact**: This is the contact person at the company to which this reminder pertains. You can accept the default or click the down arrow to the right of the field and choose another contact (or edit the existing one).
 - Link: This button will link the reminder to the event you are currently on. You can click the magnifying glass to the right of the field to view the linked event information.
 - **Category**: Type into this field or click the down arrow at the right of the field and choose from the corresponding quickpick list.
 - User: This is the person to be reminded. Accept the default name or click the down arrow at the right of the field and choose an option from the quickpick list. *Note:* Select *Everyone if you would like the reminder to be seen by all users.*

- 5. Click into the <u>Message</u> text block and type in the action this reminder is being used for. **Note:** You may also access the Scratch Pad to insert pre-formatted text.
- 6. When finished, click **OK**. *Result:* The window closes and the reminder has been created.

Using the Active Reminders Tool

The Active Reminders tool shows all reminders you currently need to address. The view you see is dependent upon whether you have told Caterease to show you all reminders or just those for a specific user, and also on how many days in advance and how many days back you have told the program to show your reminders.

After the reminder has been dealt with, you can make the reminder inactive, thus making the reminder item disappear from the screen. You can also choose to create a contact history note (discussed in this unit), stating how the reminder was handled.

Viewing Active Reminders

- 1. Click the **Tools** sidebar item on the left-hand side of your screen.
- 2. Click the Active Reminders button. *Result:* The Reminders window opens.

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Crow Wedding Reception Start time: Thursday, May 3, 2018 12:00 PM		Details Subject Location	Crow Wedding Reception	
Subject	Due in	Date User	5/3/2018 (11:45 am) Administrator	
Abby Perkins	20 hours overdue	Category	Administrator	
Crow Wedding Reception	22 hours overdue	Telephone Contact Client Call to Reviev	(612) 241-3400 X21 Crow, Michelle Crow Wedding Reception v Guest Count.	
Dismiss <u>A</u> ll 10 minutes	Dismiss T Snooze			
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3. Click any reminder on the Reminders window.

Note: If you are logged in as an Administrator, you can elect to see reminders for all users or for individual users by clicking the down arrow to the right of the User Name field.

4. **[Optional]** Click the **Details** button, located on the upper right-hand side of the window, to view extended details about the reminder.

Retrieving Linked Reminder Items into a Manager

- 1. From the Reminders window, select the reminder you would like to work with.
- 2. Click the **Select** button at the top of the form.

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Start time Subject Glessing	 into Contact Manager into Account Manager into Prospect Manager into Event Manager into Guestrooms Manager 	Due in 2 days overdue	Details Subject Location Date User Category Telephone Contact Client Call for final gues	Glessing Wedding 5/20/2018 (4:00 pm) Administrator (612) 541-0444 Glessing, Michelle Glessing Wedding st count	
Dismiss <u>A</u> ll 10 minutes		Dismiss Snooze			
User Name:	Administrator	•	Linked to Event E00	0027	
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- 3. Choose to select the reminder using the following guidelines:
 - Into Contact Manager: This option opens Contact Manager and positions you on the account associated with this reminder.
 - Into Account Manager: This option opens Account Manager on the account associated with this reminder.
 - Into Prospect Manager: This option opens Prospect Manager and positions you on the record associated with this reminder.
 - Into Event Manager: This option opens Event Manager on the event that this reminder is linked to. If this option is not available when you click **Select**, this means that the highlighted (selected) reminder is not linked to an existing event.
 - Into Guestroom Manager: This option opens Guestroom Manager on the account that this reminder is linked to. If this option is not available when you click **Select**, this means that the high-lighted (selected) reminder is not linked to an existing guestrooms booking.

Dismissing or Snoozing Reminders

You can set reminders and then determine how long before an action the reminder message will appear. Then, when the reminder pops up, you can choose to snooze the reminder or dismiss the reminder. Snoozing a reminder closes the current reminder temporarily. After a period of time (that you designate), the reminder opens again. Dismissing a reminder closes the reminder and ends all future reminders for the selected item.

Snoozing a Reminder

- 1. From the Reminders window, select one or more reminders to snooze.
- [Optional] Click the down arrow in the field to the left of the Snooze button, and select a length of time to snooze the reminder.
 Note: The Reminder window will retain the snooze time you select.
- 3. Click **Snooze**.

Dismissing a Reminder

- 1. From the Reminders window, select one or more reminders to dismiss.
- 2. Click **Dismiss**. **Note:** To dismiss all items, click **Dismiss All**. If you would like to create a contact history note upon dis-

missal, click the Create Contact History Item on Dismiss button 🔊 prior to clicking Dismiss.

Creating Contact History Items in Prospect Manager

You can use Contact History Notes in your Prospect Manager to keep track of conversations and tasks pertaining to your prospective customers. When you take a phone call, send an e-mail, etc., you can quickly log that occurrence in a Contact History Note, which will automatically be stamped with the current date and time. Once that prospective customer becomes an active account, all notes can be managed in Contact Manager and tracked via prints and reports.

Creating a New Contact History Note from Prospect Manager

- 1. Access Prospect Manager by clicking the **Prospect Manager** button from the **Main** Caterease sidebar.
- 2. Search for and select the prospect for whom you would like to add a contact history note.
- Click the New Contact History Item button , located in the toolbar on the right-hand side of your screen, or from the Tools drop-down list from the Home ribbon tab, depending on your personal configuration.
 Result: The Contact Item window opens.

Note: You can also click the Add a New Contact History Item button 🕒 from the Contact History tab.

- 4. Type a subject into the Subject field, or select a subject from the drop-down quickpick list.
- 5. Complete the <u>Date</u> field by clicking the down arrow to the right of the field to access the calendar tool. *Note: The current date is populated, by default.*
- 6. Complete the <u>Time</u> field by typing directly into the field or using the up-and-down arrows to adjust the time.

Note: The current time is populated, by default.

- 7. Complete the following Contact History Information fields:
 - **Category** -- Type directly into this field or click the down arrow at the right of the field and choose from the corresponding quickpick list.
 - User -- This is the person who performed the task to which this contact history note refers. Accept the default name or click the down arrow at the right of the field and choose an option from the drop-down list.
 - **Contact** -- Click the down arrow to the right of the <u>Contact</u> field and select an existing contact or add a new contact.
- 8. Type the Contact History action into the <u>Comment</u> text block. *Note:* You may also access the Scratch Pad to insert pre-formatted text.
- 9. When finished, click **OK**.

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		B# - 0
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Date	11/16/2018 👻 Time 11:52 AM 🜲	
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Managing Contact History Notes in Prospect Manager

Contact History Notes (records of phone calls you've made, tasks you've done, etc.), can be viewed and even edited in Prospect Manager.

Viewing/Editing Contact History Notes in Prospect Manager

- 1. Access Prospect Manager by clicking the **Prospect Manager** button from the **Main** sidebar.
- 2. Find the prospect whose contact history note you would like to view/edit.
- 3. Click the **Contact History** tab, located towards the bottom of the Prospect Manager screen, if it is not already selected.
- 4. Click any contact history item in the grid to select it.
- 5. Click the **Show Contact Item Details** button , located on the right-hand side of the screen. **Result:** The Contact Item window opens.
- 6. Edit the contact history item as desired by typing into the <u>Comment</u> text block or by inserting previously formatted text from the Scratch Pad.
- 7. When finished, click **OK**. *Result*: The Contact Item window closes and your changes are saved.

Customizing Columns in the Contact History Grid

- 1. Click the **Quick Column Customizing** button *, located on the top left-hand side of the grid, to the left of the <u>Date</u> field.
- 2. Click into a blank box to leave a check mark, which will display the field information in the **Contact History** tab details grid.
- 3. To close, click the **Quick Column Customizing** button * again.
- 4. **[Optional]** Click the **Save Current Window Settings** button to save as the new Prospect Manager Contact History details grid.

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Showing the History Comment in the Contact History Grid

The **View Contact History Comment** button displays the text of Contact History items directly below their details on the **Contact History** tab.

- 1. Click the **Contact History** tab at the bottom of your Prospect Manager screen to access contact history details.
- Click the View Contact History Comment button , located on the right-hand side of the Prospect Manager screen, to highlight and activate the feature.
 Result: The actual reminder note will appear in contrasting text font below its date and time details.
- 3. [Optional] Click the Save Current Window Settings button to keep the View Contact History

Comment button activated as a default setting on the Prospect Manager screen.

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Aid Association for Lutherans	Ft. Myers		Address	1010 (Gayfer Drive							
Alzheimer's Association	Ft. Myers											
Amateur Athletic Union	Ft. Myers		City	Naple	.5							
American Family Insurance	Ft. Myers		St/Prov	FL		Postal	38637					
Baptist Women's Hospital	Naples			(001)	100 1052		(662) 202 2410					
Bass Inc.	Ft. Myers		Telephone	(901)	489-1853	Cellula	r (662) 393-2410					
Behavioral Services Of SW Florid	a Bonita Springs		Email	abby(@yahoo.con							
Bonita Springs Arts Alliance	Bonita Springs			/								
CAM/USON Company	Naples										_	
CCA West Collier Detention	Naples		Contacts	<u>,</u> 1	* Date		 Subject 		Category	User	G	
Chamber of Commerce	Ft. Myers		Proposal		2/22/2018 (10:09	am)	Scheduled Meeti	ng	Phone - Outgoing	Kathy Wilson		
Cole Chiropractic	Naples					e'd like to	come in and see the our room	and talk	about her party. Schedule	d meeting for end of		2
	Naples		Events		month.							
Collier County Bank			Guestroon	ns	2/10/2018 (10:08		Followed Up on I		Phone - Outgoing	Kathy Wilson	E	
Collier County Bank Community Mortgage	Naples		Guestroor				t looked at brochure yet. Give	her till Frid	day then call again.		1	1
	Naples Sanibel											
Community Mortgage		-	Reminder	rs	2/7/2018 (09:05	am)	Sent Brochure		Phone - Outgoing	Kathy Wilson	- 17	3
Community Mortgage Crow Wedding Reception	Sanibel	-		-	2/7/2018 (09:05	am)		prochure.	Phone - Outgoing	Kathy Wilson	1	
Community Mortgage Crow Wedding Reception Cruises & Vacations, Inc.	Sanibel Ft. Myers	-	Reminder	-	2/7/2018 (09:05	am)	Sent Brochure	prochure.	Phone - Outgoing	Kathy Wilson		3
Community Mortgage Crow Wedding Reception Cruises & Vacations, Inc. Dan's Plumbing & Supplies	Sanibel Ft. Myers Naples Ft. Myers		Reminder	-	2/7/2018 (09:05	am)	Sent Brochure	orochure.	Phone - Outgoing	Kathy Wilson		
Community Mortgage Crow Wedding Reception Cruises & Vacations, Inc. Dan's Plumbing & Supplies David Ames & Associates	Sanibel Ft. Myers Naples Ft. Myers		Reminder	-	2/7/2018 (09:05	am)	Sent Brochure	prochure.	Phone - Outgoing	Kathy Wilson		
Community Mortgage Crow Wedding Reception Cruises & Vacations, Inc. Dan's Plumbing & Supplies David Ames & Associates David WittmanEstero Panthers	Sanibel Ft. Myers Naples Ft. Myers Estero		Reminder	-	2/7/2018 (09:05	am)	Sent Brochure	prochure.	Phone - Outgoing	Kathy Wilson		

Unit 5: Creating a Prospect Proposal

In this section, you will learn:

Filling out the Proposals Tab Filling out the Details Tab Printing a Prospect Proposal Modifying a Proposal Print Sending E-mails from Prospect Manager Copying a Prospect Proposal Creating an Event from a Proposal Adding Events from Prospect Manager

Creating a Prospect Proposal

You can create a detailed proposal in Prospect Manager without needing to make the prospect into an active client. Basic details, such as theme, date, times, price estimates, etc., can be included, and prints that include these details can be easily generated.

Filling out the Proposals Tab

- 1. Access Prospect Manager by clicking the **Prospect Manager** button from the **Main** Caterease sidebar.
- 2. Click the **Proposals** tab, located near the bottom of your screen.
- 3. Click the Add A New Proposal button , located on the right-hand side of your screen. **Result:** The Proposal window opens, on the **General** tab.
- 4. Type the party name into the Party Name field, and press [Tab] or [Enter].
- 5. Type a theme into the <u>Theme</u> field or click the down arrow to the right of the field to select an option from the quickpick list.
- 6. Continue to fill out the General Proposal information as desired by making selections from the dropdown quickpicks.
- 7. In the **Event Information** section, select the proposed event date by clicking the down arrow to the right of the <u>Date</u> field to access the calendar tool.
- [Optional] Select a <u>Status</u> from the drop-down list. Note: Status options can be added through Setup > Quickpicks > Prospect Manager > Proposal Status.
- 9. Type the time into any <u>Time</u> fields, or click the **Time Wizard** button 🕗 to graphically select the desired times.
- 10. Type the expected guest count into the Planned or Actual field.
- 11. **[Optional]** Click the **Miscellaneous** tab, located to the right of the **General** tab, and make your selections from the drop-down lists.

ent Informat	ion		Fina	ncials			
Client	Chamber of Commerce		S	ubtotal		\$0.00	1
Address	10550 Wayzata Blvd.		S	erv Chg		\$0.00	
	Ft. Myers, FL 55305		T	эх		\$0.00	
Telephone	(612) 540-0234		Т	otal		\$0.00	
Proposal netal Miscel		<u>.</u>	Event In Date	formation			-
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12. **[Optional]** Click into the <u>Notes</u> text box and type any proposal notes, or use the Scratch Pad to insert pre-formatted text.

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Notes										
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Filling out the Details Tab

Click the **Details** tab, located to the right of the **Proposals** tab.
 Result: The Proposal window opens, and you are positioned on the Food/Service tab.

- Click the **Display Menus** button , located on the right-hand side of your screen, and select food/service items.
- 3. **[Optional]** Click the Add Menu Item button 🕒 to add a new proposal item on-the-fly.
- 4. **[Optional]** Click the **Comments** tab, located at the bottom of the window, and enter proposal comments into the text box or retrieve pre-formatted text from the Scratch Pad.
- 5. When finished, click **OK**.

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	Client	Chamber of Commerce		Subtotal		\$25.00	٩			
	Address	10550 Wayzata Blvd.		Serv Chg Tax		\$0.00 \$1.75				
	Telephone	Ft. Myers, FL 55305 (612) 540-0234		rax Fotal		\$1./5 \$26.75				
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	Wood Grain Podi	um	AV Equipment	\$25.00	1	\$25.00 📌	•			
	ham, hashbrown	u <mark>ffet</mark> rrambled eggs, cheese blim potatoes, fresh fruit, cinnar . coffee, tea or milk								
<u>E</u> %	ood/Service Com	ments				<u>O</u> K <u>C</u> an	el:			

Printing a Prospect Proposal

- 1. From the Proposal window in Prospect Manager, click the **Print** button at the top left-hand side of your screen.
- Select Proposal. Result: A Print Preview screen displays. Note: You may be prompted to save your changes.

Clie	nt						
		Chamber of Commerce		Subtotal		\$972	.50
Add	Iress	10550 Wayzata Blvd.			\$151	.60	
Ft. Myers, FL 55305					\$68	.08	
Tele	phone	(612) 540-0234		Total		\$1,192	.18
ltem	Name		Category	Price	Qty	Total	
The S	Skyway Buf	fet	Breakfast	\$18.95	50	\$947.50	١٣
Woo	d Grain Poo	lium	AV Equipment	\$25.00	1	\$25.00	R

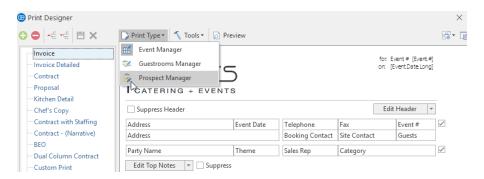


- 3. From the available options at the top of the screen, you may elect to print the document or e-mail the document, as described in previous sections of this guide.
- [Optional] Click the Setup button on the Print Preview screen to change the selected printer or the number of pages or copies. *Result:* The Printer Setup window opens, allowing you to change various printer option. *Note:* If you perform this step, you must click OK before moving to Step 5, below.
- 5. Click the **Print** button from the Print Preview screen.

Modifying a Proposal Print

- Click the Setup sidebar on the left-hand side of your screen. Note: Do not close out of Prospect Manager; you must have an active window open in Prospect Manager.
- 2. Click the **Print Designer** button. *Result:* The Print Designer window opens.
- 3. Click the **Print Type** button at the top of the window.
- 4. Choose Prospect Manager.

Result: The list of titles in the left-hand pane of the window updates to show all current prints of this type.



- 5. Select the desired Proposal from the left-hand pane.
- Edit the print as desired.
 Note: Refer to the "Creating Custom Event Prints" manual for detailed information about how to customize your prints.

Sending E-mails from Prospect Manager

One click opens a familiar e-mail window, allowing you to instantly send an e-mail message directly from Prospect Manager. You even have the option of sending a batch of e-mails to multiple prospects, if you wish.

Sending an E-mail from Prospect Manager

- 1. From Prospect Manager, use the Search tools to find the contact to whom you would like to send an email.
- Click the Email button, located at the top of the screen. Result: The Email window opens. Note: The Email button is also available from any Print Preview screen, and will automatically attach whatever print you are previewing (Confirmation, Invoice, etc.), to the outgoing e-mail.
- 3. In the <u>To</u>... field, type any additional e-mail recipients (the primary contact displays as a default) or click the **To**... button to access additional e-mail addresses.
- 4. **[Optional]** In the <u>Cc</u> field, type the e-mail address of the carbon-copy recipient here (separate multiple recipient addresses by semicolons).
- 5. **[Optional]** In the <u>Bcc</u> field, type the e-mail address of the blind-carbon-copy recipient here (separate multiple recipient addresses by semicolons).
- 6. In the <u>Subject</u> field, type a subject for your e-mail or click the down arrow to the right of the field to access a custom quickpick list.
- 7. Click into the large white text block in the window and type a message as the body of your e-mail. *Note: If you own the Marketing Tools add-in, you can use one of your custom merge letters as the body of the e-mail. These letters will automatically merge in information from the current contact, including name, salutation, current date, etc.*
- 8. **[Optional]** Format the text using the **Format** toolbar at the top of your e-mail window.

9. [Optional] Attach any desired prints or files.

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Messa	ge Contact History Templates	
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Clipboa	rd Basic Text Editing 🔤 Tools Windows	\diamond
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Send	Bcc	7
	Subject: Proposal for Appreciation Meeting for 50 Guests	•
		^
	r Athletic Union	
Attn: Le	eora	
Re: F	Proposal for Your Event	
Dear Le	eora,	
Attache	d is the proposal for your Appreciation Meeting you are planning in our [Room] room on	
[Event.[questio	Date.Long]. Please take a moment to review the details, and feel free to contact me with any ns.	
Sincere	ly,	
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Copying a Proposal

If a prospect or active account would like a proposal that consists of almost the same event details as a previous proposal, you can make a quick copy of the proposal, then make any necessary changes to the new copy.

Copying a Prospect Proposal

- 1. Access Prospect Manager by clicking the **Prospect Manager** button from the **Main** Caterease sidebar.
- 2. Click the **Proposals** tab, located near the bottom of your screen.
- 3. Click on the proposal you would like to copy, from the grid.
- 4. Click the **Copy Proposal** button , located on the right-hand side of your screen. **Result:** A confirmation prompt appears.
- 5. Click **Yes** to confirm. *Result: A* copy of the proposal displays.

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Acoustics Associates	Ft. Myers	m Proposal Co	Details						_	-				
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Alzheimer's Association	Ft. Myers					Date	1/4/2018		-					
Amateur Athletic Union	Ft. Myers	Party Name	Appreciation Luncheon			Status	Hot		.					
American Family Insurance	Ft. Myers	Theme	Social	-										
laptist Women's Hospital	Naples	Sales Rep	John Smith	-	:	Start	12:00 PM	\$ Serving	\$					
Bass Inc.	Ft. Myers	Category	Lunch	*		End	03:00 PM	‡ Bar						
Behavioral Services Of SW Flori	d Bonita Spring					Delivery		÷						
Bonita Springs Arts Alliance	Bonita Spring	Reference	Yellow Pages	*		Denvery		*						
CAM/USON Company	Naples	Booking Contact	Washington, Leora	-		Planned	40	Actual						
CCA West Collier Detention	Naples									Т	「otal		Ð	
Chamber of Commerce	Ft. Myers										\$6	48.39	•	
Cole Chiropractic	Naples	Notes									\$6	48.39	Q	
Collier County Bank	Naples													
Community Mortgage	Naples												ШÎ	
Crow Wedding Reception	Sanibel													
Cruises & Vacations, Inc.	Ft. Myers												++	
David Ames & Associates	Ft. Myers													
David WittmanEstero Panther	s Estero													
Diebold Co.	Ft. Myers													
Diebold Company	Ft. Myers													

6. Fill in the proposal details as desired, selecting or adding proposal items.

Creating an Event from a Proposal

You can create an event directly from a proposal, with the click of a button.

Creating an Event from a Proposal

- 1. Access Prospect Manager by clicking the **Prospect Manager** button from the **Main** Caterease sidebar.
- 2. Click the **Proposals** tab, located near the bottom of your screen.
- 3. Select the proposal that you would like to make into an event by clicking on it in the grid.
- 4. Click the **Create Event From Proposal** button *if it is a confirmation prompt appears.*

Contacts	* PartyName		Date	Start	End	Total	0
Proposals	Abby Perkins		2/10/2018	05:00 PM	08:00 PM	\$2,330.85	•
Events		Confirm		×			9
Guestrooms			<u> </u>				Ŧ,
<u>Reminders</u>		?	Create a new event fro	m this proposal?			₩4
Contact History			Yes				
				<u>N</u> o			18
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- 5. Click **Yes** to confirm. *Result:* You are placed on Step 2 of the Event Wizard.
- 6. Fill in the event details as desired.
- 7. When finished, click **OK**.

Adding Events from Prospect Manager

When you add a new event for a lead in Prospect Manager, as described below, the program automatically converts that lead into an active account.

- 1. Access Prospect Manager by clicking the **Prospect Manager** button from the **Main** sidebar.
- 2. Find the prospect for whom you would like to add a new event, or add a new prospect.
- 3. Click the **Events** tab, located towards the bottom of the Prospect Manager screen.
- 4. Click the **Add a New Event** button (e), located on the right-hand side of the screen. **Result:** A confirmation prompt appears.

5. Click Yes to confirm.

Result: You are taken to Event Manager, where you are placed on a brand-new event for the customer you selected in Step 2, above.

😉 Prospect Manager: Cruises & Va	cations, Inc.										\times
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Prospects		Propect Details									ļ.
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-											—
	City	General Miscellar	neous			Directions	Notes Picture				5
Abby Perkins	Naples										6
Acoustics Associates	Ft. Myers	Client/Organizat	ion Cruises 8	& Vacations, Inc.							6
Aid Association for Lutherans	Ft. Myers	Address	5001 W 8	0Th St. #565							
Alzheimer's Association	Ft. Myers	City	Ft. Myers	Confirm	×						
Amateur Athletic Union	Ft. Myers			·							
American Family Insurance	Ft. Myers	St/Prov	FL		Add a new event to file?						
Baptist Women's Hospital	Naples	Telephone	(612) 835	5575							
Bass Inc.	Ft. Myers	leiephone	(012) 000								
	Bonita Springs	Email	info@ao	.com	es <u>N</u> o						
Bonita Springs Arts Alliance	Bonita Springs										
CAM/USON Company	Naples										
CBA Corp	Naples	Contacts	* Event #	Event Date 🔻	Party Name	Category	Sales Rep	Theme	Referen		
CCA West Collier Detention	Naples	Proposals	E00415	1/20/2019	Corporate Meeting	Business	Kathy Wilson	Meeting	Referral	•	
Chamber of Commerce	Ft. Myers	Troposois	E00325	10/21/2018	Corporate Meeting	Business	John Smith	Meeting	Referral		
Cole Chiropractic	Naples	Events	E00414	7/22/2018	Corporate Meeting	Business	John Smith	Meeting	Referral	-	
Collier County Bank	Naples	Guestrooms								Ð	
Community Mortgage	Naples									**	
Crow Wedding Reception	Sanibel	Reminders								間	
 Cruises & Vacations, Inc. 	Ft. Myers	Contact History								-	
David Ames & Associates	Ft. Myers										
David WittmanEstero Panthers	Estero										
Diebold Company	Ft. Myers										
Ducks Unlimited	Ft. Myers										
Enter text to search	Clear									1曲	٦

Unit 6: Storing Off-Premise Site Information

In this section, you will learn:

Creating a Default Site Location

Storing Off-Premise Site Information

If you do off-premise parties, you can link a prospective client to their preferred site location, so whenever anyone books an event for that client, the location is automatically retrieved, by default.

Creating a Default Site Location

- 1. In Prospect Manager, use the Search tools to retrieve the prospect you wish to create the default site location for.
- Click the Default Site Location button located in the toolbar on the right-hand side of your screen, or from the Toolsbutton at the top of your screen, depending on your personal configuration. You may need to add this button to your list of tools. *Result: The Default Site Location window opens.*
- 3. Type into the <u>General Site Information</u> fields, and press **[Enter**] or **[Tab]** to move from one field to another.
- 4. Type into the <u>Category</u> field or click the down arrow to the right of the field to choose from the corresponding quickpick list.
- 5. **[Optional]** Type the website information into the <u>Website</u> field. *Note:* Enabling the *Direct Hyperlink* setting in the *Preferences* setup will allow you to click on the address in this field and link immediately to that website.
- 6. [Optional] Type directions (or paste copied text) into the <u>Directions</u> text block.
- 7. Click the **Save** button (diskette) to save the new site location to your list of site locations. *Note:* Click the **Select** button (arrow) to retrieve a previously added site location.

O Default S	ite Location	×
		87 G
┌ General Sit	e Information	
Name	Museum	
Address	1450 Merrihue Drive	
City	Naples	
St/Prov	FL Postal 34102	
Telephone	(239) 504-6012	
Fax	(239) 261-5521	
Category	ous Indoor	•
Website	www.naplesmuseum.com	
Q Direction	S	
Left on Gol Right on 41	oad north to Golden Gate den Gate to 41 for 4 miles on left after <u>Immokolee</u> Road	^
Take left at	Museum sign immediately after intersection	*
		<u>C</u> lose

Unit 7: Changing Account Status

In this section, you will learn:

Changing from a Prospective Account to an Active Account Changing from an Active Account to a Prospective Account Assigning a Master Account to a Prospect Displaying the Master Account Field Viewing Clients by Master Account Viewing Events or Contact People for All Clients of a Master Account

Changing Account Status

In Prospect Manager, you can quickly change the status of a lead from "Prospect" to "Account" or vice versa, so that the lead will appear in Account Manager and can be used to book an event. If you convert a proposal for a lead into an actual event, the program will automatically convert that prospective lead into an active account. Additionally, you can link related prospects and accounts together under one "Master Account," allowing you to review events and even contact people for all of them collectively, as one group.

Changing from a Prospective Account to an Active Account

- 1. Access Prospect Manager by clicking the **Prospect Manager** button from the **Main** Caterease sidebar.
- 2. Use the Search tools to retrieve the prospect whose status you would like to change. **Note:** Both prospective accounts and active accounts display in the grid. They are differentiated by separate color schemes which vary, depending on your program Skin selection.
- 3. Click on a prospect from within the grid.
- 4. Click the Change To Account button is located in the toolbar on the right-hand side of your screen or from the Tools button at the top of your screen, depending on your personal configuration. *Result:* A confirmation prompt appears. Note: You may also right-click from the record within the grid: Click Change Account Status and select Change to Account.
- 5. Click Yes to confirm.

Result: The prospective account becomes an active account. **Note:** Once a prospect has been changed to an account, it will be visible in Account Manager and Event Manager. Your Prospect Manager (and Contact Manager, if you own it) list both prospects and accounts, and can be color-coded to distinguish between the two.

Changing from an Active Account to a Prospective Account

1. From Prospect Manager, use the Search tools to retrieve the prospect whose status you wish to change.

Tip: Depending on your program Skin selection, active accounts and prospective accounts are separated out according to their color.

 Click the Change To Prospect button right-hand side of your screen or from the Tools button at the top of your screen, depending on your personal configuration. *Result:* A confirmation prompt appears. Note: You may also right-click from the record within the grid. Next, select Change Account Status and then choose Change to Prospect. However, if active bookings exist for an account, you will not be per-

mitted to make the account a prospective account.

3. Click **Yes** to confirm your choice. *Result:* The active account becomes a prospective account.

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			Next Date 11/9/2	018	▼ ▼ Status	Cold			-
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ustom: 🎇 Views 🔻 🍸 Filters	• 🗔 •	·	Next Action Initiate	e contact					*
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Abby Perkins	Naples		General Wiscella	neous			Directions Notes Picture		
Acoustics Associates	Ft. Myers		Client/Organizat	ion Commun	nity Mortgage				
Aid Association for Lutherans	Ft. Myers								
Alzheimer's Association	Ft. Myers		Address	Confirm	1	×			
Amateur Athletic Union	Ft. Myers		City						
American Family Insurance	Ft. Myers		St/Prov		Change "Active" Acco	unt to Prospect?			
Baptist Women's Hospital	Naples								
Bass Inc.	Ft. Myers		Telephone			ło			
Behavioral Services Of SW Florida	Bonita Springs	10	Email		<u>Y</u> es	žΟ			
Bonita Springs Arts Alliance	Bonita Springs		Lindi						
CAM/USON Company	Naples								
CBA Corp	Naples		Contacts	* Last	First	Title	Telephone	Fax	•
CCA West Collier Detention	Naples		Proposals	Harris	Kathy		(901) 759-4320	() -	
Chamber of Commerce	Ft. Myers								
Cole Chiropractic	Naples		Events						
Collier County Bank	Naples		Guestrooms						*
Community Mortgage	Naples								
Crow Wedding Reception	Sanibel		Reminders						
Cruises & Vacations, Inc.	Ft. Myers		Contact History						
David Ames & Associates	Ft. Myers								
David WittmanEstero Panthers	Estero								
Diebold Company	Ft. Myers								
Diebold Company									

Displaying the Master Account Field

- 1. In Prospect Manager, search for and select the prospect or account you would like to add to a master account.
- 2. Click on a tab at the top left (**General**, **Miscellaneous**) where you want to display the <u>Master Account</u> field.
- Click your right mouse button within the tab and choose Customize. Result: The Customize window for the form opens. Note: Do not right-click inside of fields; instead, click on the tab itself.
- 4. On the right-hand side of the Customize window, in the Available Items area, hold your left mouse button down on the field labeled <u>Master Account</u>.
 Note: You may want to add the <u>Group</u> quickpick field to your screen, as well, in order to further identify the account.
- Drag the <u>Master Account</u> field into the tab on the Prospect Manager window, and place it above or beneath one of the existing fields.
 Note: It is important to note your cursor's position as you drag this field, as it will be easier to place this field above or beneath another field rather than to the left or right of a field.

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- 6. Once the <u>Master Account</u> field is in position on the tab, release your mouse button. *Result: The Master Account field has been placed on the window.*
- 7. Click **Close** on the Customize window to close the window.
- 8. Click the **Save Current Window Settings** button at the top right of the Account Manager window to save this arrangement as the new default look for your window.
- Assign or change the Master Account of this client by clicking the plus sign button, located at the right of the <u>Master Account</u> field, and choosing a name from the list of accounts. *Note:* Remove a Master Account by clicking the minus sign button, located to the right of the plus sign.
- 10. Click the **Save Changes** button , located at the top of your screen, in the **Home** ribbon tab.

Viewing Clients by Master Account

- 1. From Prospect Manager, click the **Master Accounts** button , located in your **Tools** menu (or in the toolbar on the right-hand side of your screen, depending on your personal configuration). *Result: The Master Accounts window opens.*
- 2. In the Master Accounts window, click on the specific Master Account you would like to review. **Result:** The Account Manager screen lists only those clients associated with this Master Account. (As a default, the program will filter all records displayed in Account Manager to show only those belonging

to the currently highlighted Master Account. If this is not the case, and no Master Account yet exists, no records will be displayed in the Master Accounts window.)

Note: The <u>Cnt</u> (Count) field lists the number of accounts that are associated with the selected Master Account.

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Enter text to search Fi HI + + 1 of 2 > +> ++ ++ * '*	ind Clear				1	

3. **[Optional]** Add accounts to an existing Master Account by clicking the **Set Filter** button is a count of the <u>Search For</u> field. Click on the account name, then drag into Master Accounts window. Drop into position beneath the name of the desired Master Account. This button acts as a toggle; clicking it again will filter out all accounts belonging to the currently highlighted Master Account.

Viewing Events or Contact People for All Clients of a Master Account

- 1. From Prospect Manager, click the **Master Accounts** button k, located in your **Tools** menu (or in the toolbar on the right-hand side of your screen, depending on your personal configuration).
- 2. In the Master Accounts window, select the specific Master Account you would like to review. *Result:* By default, the Account Manager screen lists only those clients associated with this Master Account.
- Click the View Booked Events button or the View Client Contacts button , both located at the top right of the Master Accounts window.
 Result: A detail grid appears, listing all events or contact people for clients associated with that Master Account.
 Note: As with all Caterease detail grids, tools here allow you to customize the grid, filter or sort the results, print or export grid details, send batch e-mails to all records in the grid, etc.

Results										
* Event #	Event Date 🔺	Status	Client	Theme	Category	Sales Rep	Subtotal	Serv Chg	Tax	Total
▶ E00375	1/11/2018 (Thu)	Closed	Greg's Soccer Team	Meeting	Business	Kathy Wilson	\$384.00	\$44.64	\$26.88	\$455.52
E00374	1/18/2018 (Thu)	Closed	Greg's Soccer Team	Banquet	Business	Kathy Wilson	\$1,264.00	\$202.24	\$88.48	\$1,554.72
E00298	2/15/2018 (Thu)	Cancelled	Greg's Soccer Team	Meeting	Business	Kathy Wilson	\$1,158.50	\$185.36	\$81.11	\$1,424.97
E00002	3/12/2018 (Mon)	Tentative	Greg's Soccer Team	Banquet	Business	John Smith	\$2,004.00	\$320.64	\$140.28	\$2,464.92
E00420	3/13/2018 (Tue)	Definite	East High School	Meeting	Social	Kathy Wilson	\$2,155.40	\$344.86	\$150.88	\$2,651.14
E00005	3/21/2018 (Wed)	Tentative	Greg's Soccer Team	Banquet	Business	John Smith	\$1,612.95	\$258.07	\$112.91	\$1,983.93
E00003	3/26/2018 (Mon)	Tentative	Greg's Soccer Team	Banquet	Business	John Smith	\$1,697.95	\$271.67	\$118.87	\$2,088.49
E00004	4/19/2018 (Thu)	Definite	Greg's Soccer Team	Banquet	Business	Kathy Wilson	\$1,471.00	\$235.36	\$102.97	\$1,809.33

Unit 8: Importing a List of Prospects

In this section, you will learn:

Selecting Import Files and Options Matching Prospect Manager Fields Confirming Primary Import Data

Importing a List of Prospects

The dynamic import tool in Prospect Manager allows you to import complete customer information: name, address, phone number, contact name, etc., plus a host of user-defined fields, in three easy steps. A powerful list of options is available to give you the ultimate control of the data that gets retrieved. While these clients are imported directly in Prospect Manager as fresh leads, they can be easily promoted to active accounts, with just a click of the mouse.

Step 1: Select Import Files and Options

- From the **Tools** button, located on the **Home** ribbon tab in Prospect Manager, click the **Import Data** Wizard button from the drop-down list, or click the **Import Data Wizard** button from your toolbar at the bottom of your screen, depending on your personal configuration. *Result: The Select Import File & Options window opens.*
- 2. Click the folder button to the right of the File Name field.
- 3. Select the file containing the data you want to import and click **Open.**
- 4. Choose the appropriate delimiter for that file (Tab, Comma, or Semicolon). **Note:** A delimiter is what separates information in the file you are sorting. Information can be separated by tabs, by commas, or by semi-colons. If you don't know the appropriate delimiter, review the import file or consult a technical adviser.
- 5. Select the desired options for this import from the following list:

Auto matching field names

This option will match fields in your imported data with their corresponding fields in Caterease. For example, if you have a field called "Client" or "Customer" in your import file, this option will cause that field to be selected as the Client name in Caterease, by default. Any matches automatically made can be easily changed by you in Step 2 of the import process.

• Convert to proper case

This option will convert all of your data to proper casing, with capital letters as the first letter of each word and lowercase letters following. (Obviously, this option will ignore state abbreviations.)

Use contact name for all empty client fields

This option will use the name of the contact person as the client name, if no client name already exists. This will be automatically arranged as "Last Name First Name" or "First Name Last Name," depending on your Global Settings (**Managers** tab).

• Enforce required fields

This option will only allow records to be imported if they have information in all of the fields you have deemed "required" in the Prospect Manager area of your Required Fields tool.

• Separate client for each contact

This option will create a separate client for every contact person in your import file. Selecting this option will likely create some duplicate clients.

• Exclude records without ALL address fields

This option will not allow any records to be imported if they do not have every address field entered.

• Exclude records without contact information

This option will not allow any records to be imported if they do not have contact people's names listed.

Exclude records that exist already in database

This option will not allow any records that already exist in Prospect Manager to be imported.

• Update Linked Accounts

A "linked account" is one that has a matching <u>Account ID</u> with the matched field for <u>Account ID</u> in Caterease. When the **Update Linked Accounts** checkbox is clicked, all account fields will be updated upon import.

[Optional] Select default values for the Caterease fields of Reference, Description, Sales Rep, Category, Next Date, Status, and Next Action.
 Note: The values you choose here will default for all records when you import them into Prospect

Note: The values you choose here will default for all records when you import them into Prospect Manager.

7. Click Next. Result: You are taken to Step 2: Match Fields.

Step 1 - Select Im	port File & Options		×				
Import File							
File Name C:\Users\	Client Te	mplate.csv	6				
Delimiter							
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Options							
Convert to pro Use contact n Enforce requir Separate clien Exclude record Exclude record Exclude record	 Auto matching field names Convert to proper case Use contact name for all empty client fields Enforce required fields Separate client for each contact Exclude records without ALL address fields Exclude records without contact information Exclude records that exist already in database Update Linked Accounts 						
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Step 2: Match Fields

1. Verify selections for each field.

Note: The field names on the left are the names in the Caterease Prospect Manager, whereas those on the right are the specific data that will be imported from your import file into these fields. If you chose the option Auto Matching Field Names in Step 1, above, the import tool has tried to select certain fields automatically for you.

2. **[Optional]** Click the down arrow next to any field to select a match from your import file. *Note:* You can click the expand button to the left of Contact Fields, Event Fields, Financial Fields, and Miscellaneous fields to view subcategories.

3. Click Next.

Step 2: Match Fields		\times
▲ Account Fields		
Client	Client	
Address1	Address 1	
Address 2		
City	City	
St/Prov	St/Prov	
Postal	Postal	
County	County	
Country	Country	
Telephone	Telephone	
Fax	Fax	
Cellular	Cellular	
Email	Email	
Website	Website	
Account ID	Account ID	
First Name	First Name	
Last Name	Last Name	
Salutation	Salutation	
Title	Title	
Address	Address 1	
City	City	
St/Prov		
Postal	Postal	
Telephone	Telephone	
Fax	Fax	
Cellular	Cellular	
Email	Email	
User Defined		
	Previous <u>N</u> ext	Cancel

Step 3: Confirm Primary Import Data

1. Review data to be imported. **Note**: You can click the expand button to the left of any client name to see the list of contact people associated with that client. You can also sort by any column in the grid by clicking that column heading.

- 2. **[Optional]** Click in any field on the grid and edit as desired prior to importing into Caterease.
- 3. [Optional] To remove records from the import list, select one or several records on the grid and click

the **Delete Record** button **at** the top left of the screen. **Note**: Hold down your **[Ctrl]** or **[Shift]** key to select multiple records.

- 4. [Optional] If you need to abort the import process, you can save this grid data as is by clicking the Save
 Modified Data button with the top of the screen, and then continue from here at another time.
- 5. Click **Finish** to import these records into Caterease. *Result:* A confirmation prompt appears.
- 6. Click **Yes** to confirm and complete the import.

Step 3: Confirm Preliminary Import	Data				×
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* Client	Address 1	Address 2	City	St/Prov	Postal
Kane's Catering	103 Recreation St.		Hill City	SD	57745
Miami Catering	55 Pebble Lane		Miami	FL	34111
Cnt 2					
M M M 1012 / W M = * *			Previous	<u>F</u> inish	Cancel

Unit 9: Searching for Prospects

In this section, you will learn:

Searching Incrementally by Prospect Name Sorting and Searching Incrementally by Other Details Fields Available in Prospect Manager Using the Prospect Finder Tool

Searching For Prospects

You can search for prospects based on virtually any detail. A special tool lets you incrementally search as you type the client's name, while the Prospect Finder tool lets you use basically any detail or combination of details to locate the customer you need.

Searching Incrementally by Prospect Name

1. Click in the <u>Search For</u> field in the **Home** ribbon tab at the top of Prospect Manager screen.

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🕞 Prospect Manager	Prospects	Propect Details							R		
📑 Contact Manager	A B C D E F G H I J K L M N O P	Next Date		v v Status				Ŧ			
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Notifications (12)	* Client A City	General Misce	llaneous			Directions Notes Pictu	re		19		
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	Lamb, Mary Outback City	Client N	atasha White						6		
	Leadership Naples Naples Lebron Corporation Naples	Address 10	0100 Park Circle						~		
	Lenox/Uchtman Wedding Naples	City N	aples			:					
	Lutheran Marriage Encounter Naples	St/Prov FI		Postal 34109							
	M Q H A Ft. Myers										
	Miami Catering Miami	Telephone (2	39) 896-1295	Cellular () -							
	Miami Heat Miami	Email In	w@comcast.nnn								
	Microage Ft. Myers										
	Microtech Hearing Inst. Ft. Myers										
	MSUS/PALS Ft. Myers	Contacts		First	Title	Telephone	Fax	- 0			
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Main	Naples Chamber Of Commerce Naples	Events	Jones	Barry	Groom	(239) 896-1295	(239) 565-1222	LQ			
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Begin typing the name of the customer you want to find.
 Result: You are scrolled to a match as you type.
 Note: You will be searching based on client name, since that is how prospects are sorted by default. See topic below for details on how to sort and search by other details.

Sorting and Searching Incrementally by Other Details

 Click the Display Full Grid button , located at the top right of the Prospect Manager window. Result: The Prospect Manager switches from showing ONE client in a "form" mode to showing MANY clients listed in a grid. Note: This button acts as a toggle; you will be clicking it again to switch back to "form" mode in Step 4,

below.

2. Click any column heading along the top of the grid to sort the list by that detail (for example, "Telephone").

Note: Sorting may not be available on all fields.

- Click in the <u>Search For</u> field in the Home ribbon tab at the top of Caterease screen and begin typing. *Result:* You are scrolled to a match in the grid as you type. *Note:* You will be scrolling based on how you have sorted the list of accounts in Step 2, above. When searching by phone or fax numbers, no dashes, parentheses or spaces are necessary; only type the actual numbers themselves.
- Once you have found the record you want, click the Display Full Grid button again to switch the manager display back to "form" mode.
 Result: Your Prospect Manager will display the new client you have found.

Fields Available in Prospect Manager

You can quickly and easily customize your Prospect screen in Prospect Manager by creating quickpick lists and customizing the grid. Fields can be added, removed or rearranged - and entire layouts can be changed so that different sections of information appear.

Field	Description
Client*	Identifies the name of the prospect.
Address*	Identifies the customer's address.
Address (Other)	Offers an optional address field; available as a sub-field of the Address field.
City*	Identifies the city where the customer resides.
St/Prov*	Identifies the state or province where the customer resides.
Postal*	Identifies the postal code or ZIP code for the customer.
Telephone*	Identifies the customer's telephone number; will be formatted as per your pro- gram's Global Settings.
Telephone (Other)	Offers an optional additional phone number field; will be formatted as per your program's Global Settings; available as a sub-field of Telephone.
Fax*	Identifies the fax number of the client; will be formatted as per your program's Global Settings.
Cellular	Identifies a cellular phone number for the client; will be formatted as per your program's Global Settings.
Country	Identifies the country where the customer resides.
Email*	Identifies the customer's e-mail address.
Website*	Identifies the website address of the customer.
Contact Time Prefer- ence	Identifies the preferred time to be contacted: Morning, Afternoon, Evening.
Contact Type Prefer- ence	Identifies the preferred contact type: Phone, E-mail.
County	Identifies the county where the customer resides.
Category**	Allows you to separate customers by category, for tracking purposes. Examples include "Corporate," "Government," "Educational," etc.
Reference**	Allows you to accurately track your marketing strategies by identifying how the customer heard of you originally (as opposed to why they might book individual events with you in the future)
Description * *	Allows you to further distinguish between customers, for tracking purposes. For example, you might have customers with a Category (see above) of "Corporate" AND a Description of "Association Member."
Booked	Allows you to track the date on which an event was booked.

Field	Description
Revised	Allows you to track the date on which an event was revised.
Site Name	Allows you to track the off-premise site location for an account.
Site Address/ City/ St/ Province/Postal	Allows you to track the off-premise address details for an account.
Sales Rep**	Identifies a sales representative linked to the customer.
Tax Exempt**	Allows you to designate every future event for this customer as tax exempt.
Exempt #**	Identifies a Tax Exempt ID Number for a tax-exempt customer; available as a sub-field of the Tax Exempt field.
Expires**	Allows you to enter an expiration date for the client's tax exempt number.
Account ID	Allows you to enter a custom ID number for the customer.
Account #	Offers a unique identifier for the customer; automatically assigned by the pro- gram.
Group	Offers a custom quickpick list so multiple clients can be associated with a single group; e.g., different branches of a company or bank might be grouped by that company or bank's name.
On Hold	Displays a checkbox to place a client on hold (meaning that client cannot book new events).
Hold Type	Offers a custom quickpick list of reasons the client was placed on "hold" (e.g., "Past Due Balance," "Seasonal," etc.).
Hold Date	Automatically notes the date and time a client was place "on hold."
Base Price Markup	Allows you to select a default "base price markup" schedule for the client, so that prices for any event booked by the client will be adjusted by a certain percentage automatically.
Tax Name	Allows you to select a default tax schedule for the client, so that any event booked by the client will default to those specific rates.
Loyalty #	Allows you to enter a custom number to track customer loyalty; this number will default to each contact person for the client (but can be changed) and will default for each event the client or contact books.
Next Date	Allows you to view (and edit, if necessary) the date a next action has been set for.
Next Action	Offers a custom quickpick list of planned actions (Initiate Contact, Send Bro- chure, Schedule Tasting, etc.).
Status	Offers a custom quickpick list of account statuses (Hot, Cold, Warm, etc.).
Account	Displays a checkbox to indicate if a the client is a prospect (no events have been booked) or an account.
Master Account	Displays the master account this client belongs to, if you have setup a master account relationship.
User Defined Fields	Allows you to create any unique fields you want to suit the needs of your com- pany.
* Displayed on the Gen ** Displayed on the Mis	eral tab by default. scellaneous tab by default

** Displayed on the Miscellaneous tab by default

Using the Prospect Finder Tool

1. Click the **Find** button (binoculars) on the **Home** ribbon tab at the top of your Prospect Manager screen. *Result:* The Prospect Finder tool displays. In the **Search By Fields** area, type the text you would like to search for.

Note: You may search by more than one field. Many fields, such as Category, Reference, Description, etc., have a corresponding drop-down list to the right of the field.

- In the <u>Search Rules</u> field, select the appropriate rule.
 Note: Confirm that "Ignore Case" is selected if you do not want to worry about capitalization.
 - **Starts With** The field you chose in the **Search By Fields** area starts with the words or letter you typed.
 - Exact Match The field you chose in the Search By Fields area contains exactly the words you typed and nothing else.
 - Anywhere in Field The words or letters you typed appear anywhere in the field you chose in the Search By Fields area.
 - Sounds Like The words or letters you typed match phonetically to the words in the field you chose in the Search By Fields area.
- 3. **[Optional]** Click the radio button next to And or Or, within the **Multiple Field Operator** section, if you are searching by multiple search criteria.
- 4. **[Optional]** Click the **Include Prefixes** checkbox and then type the prefix (a, an, the) into the fields within the **Search Prefixes** section to include prefixes in your search.
- 5. Click the **Find Records** button, located at the bottom of the window.
- 6. [Optional] Click the Show Results/Hide Results button to display a list of all records your search has found thus far. Note: Click once on a "found record" in the list to move to that account; double-click a record to move to it AND close the Prospect Finder tool down.
- 7. **[Optional]** If you accidentally skip over the record you want, click the arrows on either side of the **Find Records** button to move forward or backward.
- Once your record is located, click Close.
 Result: The Finder window closes and you are on the record you sought.
 Note: Click the Clear Criteria button after you have run a search, to clear all results and begin again.

Prospect Finder	×
🔶 Clear Criteria	Show Results 🔶
Search By Fields	Search Rules
Search By Fields Account # Account ID Client Address Address Address (OtF City St/Prov Postal County Country Country Country Country A Formatted Text Notes Directions Allergy A Contact Fields Last First Title Telephone	 Search Rules Starts With Exact Match Anywhere In Field Sounds Like ✓ Ignore Case Multiple Field Operator And Or Search Prefixes Include Prefixes The
Auto Complete Key Numbers	
Find Records	Close

 Optionally customize the fields that appear in the Prospect Finder tool by clicking the quick-column customizing button to the left of the <u>Client</u> field and dragging and dropping desired fields into position. *Result:* The first ten (10) fields will display in the Finder tool.

Prospect Manager: Aid	Association for Lutherans									- 🗆	×
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Address (Other)	Sitet City	SUPTOV			Postal 55420						
☐ /iduress (outlet) ✓ City	Sitet St/Prov	Telephone	(612) 53	5-7220	Cellular (612)	535-4111					
∠ St/Prov	Site Postal										
Postal	Loyalty #	Email	b.hendr	icks@aal.con							
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☐ Fax ✓ Cellular	Contact Type Preference			Minick	Pam	MIS		(612) 535-7220	(612) 535-1722	LQ	
	Master Account	Events									
 Description Sales Rep 		Guestroon	ne							*	

Unit 10: Querying Your Prospective Customers

In this section, you will learn:

Running a Custom Query of Your Prospects Sending Batch E-mails from Prospect Manager Printing a Query Detail Grid Tracking Proposal Activity

Querying Your Prospective Customers

Caterease offers many query tools to help you instantly find any data you need. You can generate a multitude of prints based on your results, and you can even generate batch e-mails, attaching your prints and using a dynamic merge letter as the body of your outgoing message. Discover, below, how you can query your database of prospective leads to maximize your marketing strategy.

Running a Custom Query of Your Prospects

- 1. Click the **Queries** sidebar.
- 2. Click the **Prospect Query** button. **Result:** The Prospect Base Query window opens.

Prospect Base Query											
Set Parameters											
Query Options											
Include Include Only Prospects With All Address Fields Filled Out											
Exclude											
Don't Show Window	el										

- 3. Click the checkbox under **Include** if you would like to query only prospects with all address fields completed.
- 4. Click the checkbox under **Exclude** if you would like to exclude active accounts.
- 5. Click **OK**.

Result: The Prospect Query search results display.

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ilter AND applies to the main query										
lick here to add a new condition										
(clude Active Accounts)									(42 Total Records)	5
										_
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	City	St/Prov	Postal	Telephone		Category	Reference	Description	Sales Rep	4
Abby Perkins	Naples	FL	38637	(901) 489-1853	abby@yahoo.con	Social	Referral	Association Memb		_
Alzheimer's Association	Ft. Myers	FL	38111	(901) 565-0011	info@alzassoc.con	Social	Referral	Association Memb		4
Amateur Athletic Union	Ft. Myers	FL	38118	(901) 454-5522	Leora@aau.con	Social	Referral	Association Memb		
3aptist Women's Hospital	Naples	FL	38120	(901) 227-9395	christy@bwh.con	Social	Referral	Association Memb		
Behavioral Services Of SW Florida	Bonita Springs	FL	38018	(901) 870-5080	cindy@bsswf.con	Social	Referral	Association Memb		_
Bonita Springs Arts Alliance	Bonita Springs	FL	38183	(901) 757-9768	dana@bonitaarts.con	Social	Referral	Association Memb		
CCA West Collier Detention	Naples	FL	38049	(901) 294-3060	pamela@cca.con	Social	Referral	Association Memb		_
Cole Chiropractic	Naples	FL	38018	(901) 755-5515	marci@colechiro.orc	Social	Mailing	Association Memb		
Community Mortgage	Naples	FL	38018	(901) 759-4320	kathy@communitymortgag		Mailing	Association Memb		
David WittmanEstero Panthers	Estero	FL	38002	(901) 488-5784	dave@esteropanthers.orc	Social	Mailing	Association Memb		
edexaudrey Bourland	Estero	FL	38017	(901) 263-3448	audrey@fedex.con	Corporate	Mailing	Association Memb		
idelity Investments	Ft. Myers	FL	38138	(401) 292-4180	michelle@fidelity.con	Corporate	Mailing	Association Memb		
Financial Management Services LIc	Cape Coral	FL	38018	(901) 737-2988	sheryy@fms.con	Social	Mailing	Association Memb		łł
	Bonita	FL	38018	(901) 517-4582	dave@flatearth.con	Corporate	Mailing	Association Memb		
	Ft. Myers	FL	38103	(901) 543-3518	erica@fmrc.con	Tour & Travel	Referral	Association Memb		1
Fort Meyers Regional Chamber	Naples	FL	38119	(901) 767-1440	cheryl@girlscouts.orc	Social	Referral	Association Memb		
Flat Earth Networking Fort Meyers Regional Chamber Girls Scout Council Of The Mid-south			33965	(123) 665-4123	jh@jh.bbb	Education	Referral	VIP	Kathy Wilson	
ort Meyers Regional Chamber	Ft. Myers	FL	33903	(123) 003-4123	jej					

Sending Batch E-mails

The ability to batch e-mail allows you to e-mail multiple prospects at one time. This is a huge time-saving tool! If you have the Professional version of Caterease, you can select as many prospects as you want, and then send them all an e-mail, with one single mouse click. You can even use a merge letter as the body of that e-mail (if you own the Caterease Marketing Tools add-in), so each recipient gets a message that looks like it was typed just for them - and your fingers don't even have to touch the keyboard!

Sending Batch E-mails from Prospect Manager

- 1. Generate a Prospect Query as described above.
- 2. From the result grid, hold your **[Ctrl]** key down and click individual multiple prospects in the grid along the left-hand side of the screen to select them, or select multiple continuous accounts by clicking on a prospective or active account, holding your **[Shift]** key down, and then clicking on the account at the end of your desired range.

Note: Holding your **[Ctrl]** key and the **[A]** key down at the same time will select all prospective and active accounts in the grid.

- 3. Click the **E-mail** button at the top of the Prospect Manager screen. **Result:** The e-mail address for this outgoing e-mail will default to the Client e-mail associated with each selected prospect.
- 4. In the <u>Subject</u>... field, type a subject for your e-mail, or click the down arrow to the right of the field to access a custom quickpick list.

- 5. Click into the large white text block in the window and type a message as the body of your e-mail.
- [Optional] Click the Merge Doc button to select one of your custom merge letters as the body of your e-mail, and then click Select. (Available only if you own the Marketing Tools add-in.) Result: A confirmation prompt displays. Click Yes to replace the existing text.
- 7. **[Optional]** Format the text of your e-mail using the **Format** toolbar on your e-mail window.
- 8. **[Optional]** Click the **Attach** button at the top of the e-mail window attach a file or print, as described previously.
- 9. When finished, click **Send**.

Result: The e-mail is sent to each recipient, with his/her unique attachment.

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	To. S Client Email		÷-
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The Honeymooners Bever	company for your review.	nith Send Contract 12/9/2018	-
 Teach For America Ft. M 		e M. Mc Follow up on er 11/8/2018	1
Strategic Financial Partners Naple	Thanks again for your interest and I look forward to working with you.	Tavare Follow up on er 11/8/2018	_
Stern Cardiovascular Naple	Regards,	cker Follow up on er 11/8/2018	
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Southern Event Planners Ft. M	[Account.Salesrep]	Vilson Follow up on er 11/8/2018	_
Smith and Barnies Ft. My	www.flavorscustomcatering.com	Vilson Initiate contact 11/17/2018	
Sinatra, Frank Holly	800-555-6161	Vilson Initiate contact 11/22/2018	
Seeds Incorporated Seattl		Vilson Initiate contact 11/21/2018	
Roswell Area		Vilson Initiate contact 11/24/2018	
Pediatric Neurology Naple		cker Schedule tastin 11/9/2018	
Office Evolutions Naple		e M. Mc Schedule meeti 11/12/2018	
National MS Society Naple		e M. Mc Schedule tastin 11/11/2018	
Naples Chamber Of Commerce Naple	2018 Brochure.pdf	cker Initiate contact 11/15/2018	
Miami Heat Miam		Mulnix Initiate contact 11/6/2018	
Cnt: 40			

Printing a Query Grid

- 1. Generate a Prospect Query or other query as described above.
- 2. Click the **Print Grid** button , located on the right-hand side of the grid display.
- 3. **[Optional]** Click the **Page Setup...** button at the top of the Print Preview screen to edit the text and formatting of the title of this print.

4. Click the **Print** button, located at the top of the Print Preview screen, to send the print to your printer.

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						Girls Scout Council Of The Mid-south Henry, James	Naples Ft. Myers	FL FL	38119 33965		chery(@girlscouts.orc ih@ih.bbb	Referral Referral	Kathy Wilson Kathy Wilson
						Henry, James Hispanic Business Alliance	Naples		38133		lisa@hba.orc	Referral	Kathy Wilson
						Jobber, Steven	Beverty Hills		96532		tevel@apple.eee	Referral	Kathy Wilson
						Roswell	Area 51		850985		Secret@gov.II	Referral	Kathy Wilson
						Seeds Incorporated	Seattle	Washingto	78978		Seeds_R_us@gala.dso	Referral	Kathy Wilson
						Sinatra, Frank	Hollywood	CA	12312	(125) 478-5555	NewYork@New.mmm	Referral	Kathy Wilson
						Smith and Barnies	Ft. Myers	FL.	33965		Steve.M@Bouncy.coo	Referral	Kathy Wilson
						Southern Event Planners	Ft. Myers	FL	38111	(901) 532-4564	angela@sep.orc	Referral	Kathy Wilson
						Standing In The Gaptammy Cobb	Naples	FL	38017	(901) 219-5116	tammy@yahoo.con	Referral	Kathy Wilson
						Cot 10							
						(Sales Rep. = Kathy Wilson)							

Tracking Proposal Activity

The Proposals Activity Query is a flexible tool that allows you to track any proposals that you have created for any day or date range. This powerful feature, which is available in the Professional version of Caterease, allows you to filter, sort, and group your data, and even export that data to other applications.

- 1. Click the **Queries** sidebar and choose **Proposal Query**. *Result:* The Proposal Base Query window opens.
- 2. Set a Date Range for your report by choosing the option Less Than or Equal To, Greater Than or Equal To, Within Date Range, or choose a Relative Date Range for the report.

3. Click **OK**.

Result: The Proposal Query is generated, incorporating the parameters you established.

Proposal Base Query											
Set Parameters											
Date Range											
 Less Than Or Equal To Greater Than Or Equal To Within Date Range Relative Date Range 	5/1/2018 - This month	thru	5/31/2018 -								
Query Options <u>Exclude Status</u>											
None selected			-								
Don't Show Window		<u>0</u> K	<u>C</u> ancel								

- 4. **[Optional]** Click the **Quick Column Customizing** button , located at the top left of the detail grid, and select the columns you would like to display.
- 5. **[Optional]** Hold your left mouse button down on that column name in the list and drag left or right to reposition it on the grid.

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Prospect Query Country	Grat Serv Chg													
Group Booking Query	Tax										1 ~			
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Food/Service Items	Reference													
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Reaking Cellular	Contract Return Date													
Required Item Query Booking Email	Coordinator													
SF roposal # Clien	t	Sales Rep	Status	Booking Contact	Booking Title	Date	Planned	Actual	Start	End	O			
	teur Athletic Union	John Smith	Hot	Washington, Leora	Office Manager	5/11/2018 (Fri)	40		12:00 PM	03:00 PM	F			
P00004 Mian	ni Heat	John Smith	Sent	Heard, Kandace	Event Planner	5/16/2018 (Wed)	1000		08:30 AM	12:49 AM	**			

6. **[Optional]** Click the **Save Current Window Settings** button located on the upper right-hand side of the screen, if you want this to be the new default arrangement for this detail grid, or choose to save this as a custom grid view.

Result: A confirmation message appears. Click **Yes** and your new arrangement will be saved as the default look for this grid.

Note: Refer to the "Queries and Detail Grids" manual for additional information about working with grids.