

# Using SJAMs to Track Opportunities Effectively

Capture <Opportunities>, convert to <Design Ins > and track till <Design Win> or <Revenue> status is achieved

Key fields are highlighted by red outline. Capturing and maintaining the information required in these fields is recommended

The screenshot shows an 'Opportunity Entry Form' with the following data:

| Customer Name | Principal | Principal P/N | Program      | Sales |
|---------------|-----------|---------------|--------------|-------|
| Apache From   | Grey Mfg  | BERFT         | Genie Rev II | RS    |

  

| ASP    | Quantity Ks | Potential Ks | Conf | Con*Potential | Customer P/N | Application | Distributor | Dist Reg # |
|--------|-------------|--------------|------|---------------|--------------|-------------|-------------|------------|
| \$1.00 | 100.00      | \$100        | 20   | \$20          | 1235         | HVAC        | ANTHEM      | Gm44335    |

  

| Contact     | Contact Phone | Contact Email  | Competition     | Latest Status | Proto Date | Prod Date |
|-------------|---------------|----------------|-----------------|---------------|------------|-----------|
| Morris, Joe | 555 555 5555  | joe@apache.com | Blue Tonar, INC | Design Win    | Q4 2011    | Q3 2012   |

**Next Action - Last Comment:** Customer has provided specification. Sent to John Smith at the factory for review

**General Comments:** Blue Toner is the incumbent vendor. 2009 sales to Apache in excess of \$2M

| Specialty | Specialty II | Specialty III | Specialty IV | Online Oppty ID# | Oppty ID   |
|-----------|--------------|---------------|--------------|------------------|------------|
|           |              |               |              |                  | 1273544611 |

  

| Split                               | CEM Location  | CEM Notes      | CEM #2 Location | CEM #2 Notes | CEM #3 Location |
|-------------------------------------|---------------|----------------|-----------------|--------------|-----------------|
| <input checked="" type="checkbox"/> | Bugler Extent | Hongchu, China |                 |              |                 |

Form controls: Track  Follow Up  Indirect  KSO  Created: 5/10/2010 Updated: 4/1/2011 Close Date: 9/15/2011 Follow Up Date: 2/18/2011 Split Entered: 01/12/11 Split Confirmed: 02/09/11 Entered Online: Last Comment: 05/30/10

**Non Revenue Status:** Target, Concept, Evaluating, Sampling, Prototyping

**Revenue Status:** Design In, Design Win, Forecast, Production

What is the [Next Action] necessary to move this Opportunity to a Revenue producing status?

When should we [Follow Up], [Follow Up Date]? When is the expected [Close Date]?

[Prod Date] is it accurate? If the [Prod Date] is already past, only second source optlys are possible?