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| **Across**  **4.** The activities which do not appear on a calendar (no start or end time planned).  **6.** The individuals associated with your accounts.  **7.** A new product interest created from a new or existing customer.  **8.** A company, entity, organization, or consumer that you do business with.  **9.** An individual consumer with whom you do business with.  **10.** When a product interest has been converted to a sale in progress.  **11.** The activities which do appear on a calendar (has a start and end time planned). | **Down**  **1.** Shows a list of recent activities in Salesforce.  **2.** Any accounts managed by our financial institution, i.e. checking accounts, savings accounts, mortgages, credit cards, investment accounts, and insurance policies.  **3.** This lets you share information with specific people.  **5.** Created to track and solve your customer's issues. |

   Account       Chatter Feed       Chatter Group        Case       Contacts       Events       Financial Accounts        Lead and Referral       Opportunities       Person Account       Tasks