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und servicemodule funktionen für das lead und verkaufschancenmanagement komplette kontakthistorie automatisches ereignismeldungssystem leistungsfähige wissensdatenbank sowie spezielle reporting tools für die genaue umsatzplanung und die auswertung der geschäftsaktivitäten die vorteile von microsoft crm liegen klar auf der hand mit dieser neuen software können sie effektiver verkaufen alle aktivitäten zentral an einem ort verwalten potentielle interessenten effizient ermitteln und zu kunden machen schneller informationsbasierte entscheidungen treffen durchgängigen service anbieten und vieles andere mehr darüber hinaus ist microsoft crm schnell einzuführen leicht anzupassen und einfach zu bedienen autor joel scott gilt international als experte für erfolgreiches crm im bereich mittelständischer unternehmen er ist president und chef trainer der computer control corporation einem unternehmen das sich auf den vertrieb von crm software und entsprechenden schulungen spezialisiert hat ein band aus der beliebten for dummies reihe

customer relationship management or crm is certainly a hot topic in business today if you have a small or medium sized business chances are you re already aware of all it can do for you but with so many options and so much to think about how do you get a crm system in place with a minimum of hassle well microsoft dynamics crm 4 for dummies is a great place to start written by veteran crm experts joel scott and david lee this friendly guide will have you understanding and using microsoft s crm solution in a jiffy whether you re considering a crm system for the first time or you ve decided to switch from another system to microsoft dynamics crm this book will make it easy to maintain and manage all your customer information personalize microsoft crm to work for your business set up crm to support sales marketing and customer service use the outlook client manage territories and business units create and manage activities generate quotes and invoices implement and manage a marketing campaign work with contracts and much more microsoft dynamics crm 4 for dummies is packed with information on the latest version it will help you get a unified view of your customer information and interactions through integrated sales marketing and customer service features and that as every business owner knows is important to improving your bottom line

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