



Maximizing Your Sales with Microsoft Dynamics CRM 2011

Edward Kachinske, Timothy Kachinske, Adam Kachinske

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If you're a sales professional running Microsoft Windows, Microsoft Dynamics CRM is the perfect customer relationship management system for you. Why? Because it's the only CRM system that can be fully integrated into Microsoft Office Outlook and other programs to save time and help automate processes. Additionally, it has many other built-in tools that help busy sales professionals manage the interactions they have with customers, from first contact through purchase and post-sales. If you're one of these busy sales professionals, you need an easy reference tool to maximize your use of Microsoft Dynamics CRM 2011's varied feature set. Maximizing Your Sales with Microsoft Dynamics CRM 2011 is that tool. The book explains, in concise, easy-to-understand language, how to get the most out of this helpful CRM software. Topics like working with contacts and accounts, managing opportunities and schedules, writing letters, sending e-mails, running reports and more are explored in-depth. With this book and Microsoft Dynamics CRM 2011, you'll also be able to perform numerous other functions that will speed up your workflow and keep your customers happy. The book even comes with a handy reference card that you can tear out and keep near your computer when you need a quick tip or shortcut.

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