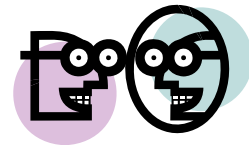


How to Sell Microsoft CRM

Microsoft Dynamics CRM 3.0 has a wealth of new features that can be used to tell a powerful and compelling story to potential customers. However, it is also very easy to get lost in all of the details of the various features and become confused. All of the important new features that are employed in making the **Microsoft Dynamics CRM 3.0** such a powerful software solution are best described in the context of how they will provide a specific **benefit to the customer**. The organization of this course is designed to give Microsoft Consultants and Microsoft Partners a strong introduction to customer's view of CRM requirements and benefits but also to emphasize the features that are most important to each of their potential "buyers" in a way that will illustrate its specific benefit to them.

This course will explain how-to:

- Build a Successful and Sustainable CRM Business.
- Define and Identifying the Key buying Roles for CRM
- Sell CRM to the Business Decision Makers and Business Users in Marketing, Sales, Service and IT departments (Roll-Based-Selling)
- What is a complex sales scenario and how to effectively win it
- Avoid common errors in CRM projects.
- Successfully accomplish and deliver CRM projects.



This course is based on practical experience of FirstCity specialists in selling and delivering several CRM and ERP projects successfully and developing several CRM Applications based on Microsoft CRM through the last two+ years.

Goal:

After completing this course, you will be able to:



- Describe the intended market for the two **Microsoft Dynamics CRM 3.0** application offerings
- Describe the advantages of the **Microsoft Dynamics CRM 3.0** application and platform
- Identify the business value associated with developing a **Microsoft Dynamics CRM 3.0** business strategy
- Identify sales potentials
- Describe customer benefits, SPM and ROI
- Sell CRM successfully
- Deliver and implement CRM projects successfully



Target Audience:

The target audience for this class is Microsoft MBS Partner who is in business of selling and implementing CRM projects and who wants to increase the ability to sell and deliver successful CRM solutions to customers.

Prerequisites:

Before attending this course, students must have:



- A general understanding of IT project management principles
- Selling IT services and product experience
- Grounding in standard best practices for business application installation and configuration.

Audience:

Selling and implementing Microsoft CRM training is recommended for individuals or anyone that plans to sell, implement, maintain or consult Microsoft CRM in their organization. The class is targeted toward sales representatives, consultants, CEO's of MBS partners, and Microsoft consultants who need to understand the sales and implementation aspects of Microsoft CRM.