



thecrmbusiness

Connecting you with your customers

Microsoft Dynamics CRM

Power your sales productivity

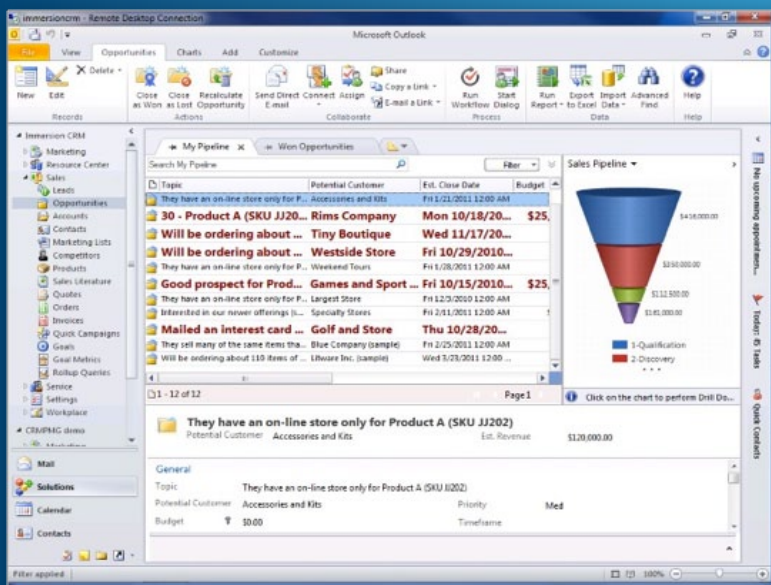


Microsoft Partner

Silver Customer Relationship Management
Gold Customer Relationship Management

Telephone: 0870 766 9875 www.thecrmbusiness.com

Spend more time selling and less time on administrative tasks by using the familiar and intelligent sales capabilities of Microsoft Dynamics® CRM business software. Take advantage of embedded Microsoft® Office capabilities, full lead-to-cash visibility, guided sales processes, and actionable analytics to optimise your sales efforts.



Help sales people spend less time looking for information and more time putting it to use with powerful data visualisation capabilities and a familiar Microsoft Outlook user experience.

Become a Dynamic Business

Your People: Spend More Time Selling

Give your sales team a CRM solution that is natural and familiar so they can spend more time selling. With the native Microsoft Outlook® client, built-in Microsoft Office features, contextual data visualisations, and mobile access, Microsoft Dynamics CRM minimises busy work and puts the right information in your sales professionals' hands.

Your Processes: Drive Sales Efficiency

Streamline approvals, automate manual tasks, and enforce best practices across the sales organisation. With powerful workflows, guided sales dialogs, and streamlined goal tracking, Microsoft Dynamics CRM helps your sales organisation consistently implement best practices and streamline the sales process.

Your Ecosystem: Maximise Revenue Opportunities

Meaningful interactions with customers and partners lead to new revenue opportunities. By arming your sales professionals with a 360-degree customer view, holistic lead and opportunity tracking, and insightful analytics, Microsoft Dynamics CRM helps your sales staff focus on the right opportunities, products, and customers.

Familiar: Sales tools that are natural and personal

Lead to Cash Visibility: Track interactions, communications, offers, and orders throughout the sales cycle so you can drive sales excellence with every interaction.

Native Outlook Experience: Centrally manage email messages, appointments, tasks, contacts, and customer information right within Microsoft Outlook for improved productivity.

Holistic Account Management: Better understand your customers' needs and preferences with a 360-degree customer view and easy-to-use segmentation tools.

Microsoft Office Productivity: Drive efficiency gains with embedded Microsoft Office features like Excel® export/import, built-in mail-merge, contextual ribbons, and more.

Intuitive Filtering: Help your sales staff to quickly access their most important records with most recently used lists, record pinning, and real-time data filtering.

Data Access: Make sure the right people have easy access to your valuable sales data with role-based forms, personal views, and field-level security.

Intelligent: Information that is insightful and actionable

Intelligent Lead Management: Easily convert leads and automatically route them to the most effective resource with intuitive lead management and flexible sales territories.

More Effective Selling: Identify optimal products and pricing, track opportunity and competitor details, and instantly create quotes with deep opportunity management capabilities.

Guided Dialogs: Drive efficacy, increase conversion rates, and better capitalise on cross-sell and up-sell opportunities with guided dialogs and sales-focused call scripts.

Actionable Analytics: Visualise key performance indicators (KPIs) with real-time dashboards. Zero in on key data points with drill-down analysis and inline data visualisation.

Streamlined Goal Management: Instantly define and track sales quotas at individual, team, territory, and organisation levels with intuitive goal management capabilities.

Real-Time Forecasts: Keep your pulse on sales performance and improve financial planning with real-time sales forecasts and pipeline reports.

Comprehensive Auditing: Improve visibility into the sales process and help identify areas for improvement with system-wide auditing.

Connected: A sales organisation that is united and collaborative

Insightful Connections: Uncover new opportunities and track influencers in the sales process with the Connections feature and the Social Connector.

Improved Team Selling: Enable greater internal collaboration and team selling with team-based record ownership and real-time communication tools.

Centralised Document Management: Streamline the management of quotes, proposals, orders, invoices, and other sales documents with holistic document management capabilities.

Mobile Productivity: Continue to work the deal, engage with customers, and manage your sales pipeline with offline support and robust mobile device solutions.

Consistent Processes: Streamline approvals, automate follow-up tasks, and enforce best practices across the sales organisation with flexible workflows.

Robust Portal Solutions: Better collaborate with partners and customers through easy-to-use portal solutions for Microsoft Dynamics CRM.

Online Data Sources: Maximise the power of online data sources through pre-built integration with partners such as Hoovers, InsideView, ZoomInfo, and many more.



thecrmbusiness

Connecting you with your customers

About The CRM Business

The CRM Business is a Microsoft Gold-Certified partner with over seven years' experience working exclusively with Microsoft's CRM products. From our offices in Sheffield and Manchester, we work with customers across the UK, from small businesses to large enterprises, delivering both online (hosted) and on-premise Dynamics CRM solutions. Our dedicated team of Microsoft-certified consultants provides tailored training, remote assistance technologies and break-fix support.

Free 30-day trial of Microsoft Dynamics CRM Online

We are delighted to offer a 30-day free trial, including a remote product demonstration and technical support. With individual logins for up to 20 users you can evaluate the system in your own time and truly understand how it could benefit your business. To sign up, call us on **0870 766 9875** or visit **www.thecrmbusiness.com**

“We use CRM for planning and scheduling training as well as for managing our sales process. When The CRM Business upgraded our system they took the time to fully understand our requirements and customised it to exactly meet our needs, including creating extensive custom reports. All of The CRM Business consultants, developers and support staff demonstrate impressive knowledge and are a pleasure to work with.”

Peter Hitchen Instep UK

“The CRM Business are professional, helpful and innovative. They completely project managed our transition to CRM and are always promptly available as and when we need them. They really understand our business and are constantly devising innovative ways to integrate CRM into what we do.”

Dave Sargent Elite Telecom

The CRM Business

Sheffield office: The CRM Business,
Electric Works, Sheffield Digital Campus,
Sheffield S1 2BJ

Telephone: 0870 766 9875

Email: enquiries@thecrmbusiness.com

Manchester office: The CRM Business,
Manchester Business Park, 3000 Aviator Way,
Manchester M22 5T

www.thecrmbusiness.com



Microsoft Partner

Silver Customer Relationship Management
Gold Customer Relationship Management