



The Benefits of Microsoft Dynamics CRM

Microsoft Dynamics CRM 4.0 makes it easy to manage leads and opportunities, measure and forecast sales activity, track customer contacts and automate the sales process - helping ensure a shorter sales cycle, higher close rates and improved customer retention.

Microsoft Dynamics CRM is built upon the common Microsoft virtues such as easy implementation, user-friendly interface and numerous ways to customise the way the solution looks. It's no wonder that nearly 19,000 companies around the world use Microsoft Dynamics CRM on a day by day basis!

Originally aimed at small to medium sized organisations CRM has been quickly adopted by organisations across the board, from large multi-nationals to small start-ups all of whom want to manage customer interactions, increase customer satisfaction and lower operating costs.

What sets Microsoft Dynamics CRM apart from the rest is that it can be tailor made to uniquely match your business requirements.

Additionally, Microsoft's CRM fosters user adoption and drives sales effectiveness with its familiar and intuitive native Microsoft Office Outlook interface and full web/mobile access.



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Microsoft Dynamics CRM 4.0 can help you manage all parts of your business from marketing campaigns through to leads, customers and after service care. So how can Microsoft Dynamics CRM help your business?

CRM That works the Way you Do

Manage Work More Easily

Microsoft CRM delivers CRM functionality as a natural extension of Microsoft Office Outlook. Manage customer e-mail, appointments, tasks and contacts from a single business application.

Build Better Relationships

Use a centralised, customisable view of your customer's preferences, relationships and activity history to better understand and meet their needs.

Improve Sales Qualification

Spend time with the right leads and prospects. Establish consistent follow-up processes and automate sales activities with powerful system workflow.

Increase Sales Success

Shorten the sales cycle and improve win rates with lead and opportunity management, automated lead routing, sales process management and competitor tracking.

Analyse Sales Performance

Comprehensive reports help you to forecast sales, measure business activity and performance, track sales and service success and identify trends, problems and opportunities.

Cultivate New Sales

Use simple, wizard-driven sales and marketing tools to keep your sales prospects and customers informed of new product and service offerings.

Work Away from the Office

Access full sales functionality online or offline through Microsoft Outlook, or offline through Microsoft Outlook or work from any location using the Web client or Microsoft Windows Mobile based Pocket PC.

About Microsoft Dynamics CRM

Complete Customer View

View and manage customer account activity and history, including contact information, detailed notes, document attachments, communications, open quotes, pending orders, invoices and credit limits.

Lead Routing and Management

Track information on prospective customers then qualify and assign enquiries. Leads can be automatically routed to the correct salespeople or teams.

Opportunity Management

Easily convert qualified leads to opportunities without data re-entry and then track opportunities throughout the sales cycle.

Sales and Marketing List Management

Import purchased sales and marketing lists to fuel your sales efforts. Measure list effectiveness and maintain marketing lists and annual sales campaigns.

Opportunity roles and relationships

Build and maintain sales relationships enabling your sales professionals to relate to decision makers, influencers and financial stakeholders within sales opportunities.

Product Catalogue

Work with a full-featured product catalogue that includes support for complex pricing levels, units of measure, discounts and pricing options.

Quote and Order Management

Create and convert quotes to orders, then track and manage orders throughout their life cycle. If a financial application is integrated, invoices for orders are published automatically into Microsoft CRM from that system.

Reports

View, sort and filter a wide range of reports to identify trends, measure and forecast sales activity, track sales processes and evaluate business performance.



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