

## <<MicrosoftDynamicsCRM>>

### 图书基本信息

书名：<<MicrosoftDynamicsCRM4ForDummies微软动力学CRM4>>

13位ISBN编号：9780470343258

10位ISBN编号：0470343257

出版时间：2008-7

出版时间：For Dummies

作者：Joel Scott,David Lee,Scott Weiss

页数：408

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

## <<MicrosoftDynamicsCRM>>

### 内容概要

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!

## <<MicrosoftDynamicsCRM>>

### 书籍目录

Introduction  
Part I: Microsoft CRM Basics Chapter 1: Taking a First Look at Microsoft CRM 4 Chapter 2: Using the Outlook Client -- Or Not Chapter 3: Navigating the Microsoft CRM System  
Part II" Setting Things Up Chapter 4: Personalizing Your System Chapter 5: Managing Territories Chapter 6: Managing Business Units and Teams Chapter 7: Using the Product Catalog Chapter 8: Understanding Security and Access Rights Chapter 9: Implementing Business Rules and Workflow Chapter 10: Creating and Running Reports  
Part III" Managing Sales Chapter 11: Setting Sales Quotas and Dealing with Forecasts Chapter 12: Handling Leads and Opportunities Chapter 13: Working with Accounts and Contacts Chapter 14: Creating and Managing Activities Chapter 15: Using Notes and Attachments Chapter 16: Generating Quotes, Orders, and Invoices Chapter 17: Setting Up Sales Literature and Dealing with Competitors Chapter 18: Implementing Sales Processes.  
Part IV: Making the Most of Marketing Chapter 19: Targeting Accounts and Contacts Chapter 20: Managing Campaigns Chapter 21: Integrating Your Web Site  
Part V: Taking Care of your Customers Chapter 22: Working with Cases Chapter 23: Managing Your Subjects Chapter 24: Creating and Using the Knowledge Base Chapter 25 : Managing queues Chapter 26: Working with Contracts  
Part VI: The Part of Tens Chapter 27: The Top 10 (or So) Add-on Products for Microsoft CRM 4.. Chapter 28: Ten Ways to Get Help  
Appendix A: Converting to Microsoft CRM  
Appendix B: Managing Your Data  
Index

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:<http://www.tushu007.com>