

<<Microsoft CRM 3 教程 >>

图书基本信息

书名：<<Microsoft CRM 3 教程 Microsoft CRM 3 For Dummies>>

13位ISBN编号：9780471799450

10位ISBN编号：0471799459

出版时间：2006-05-22

出版时间：For Dummies

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页数：408

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### 内容概要

Manage sales, service, and marketing processes all together Find out how to manage customer information to make your business more productive Whether you're completely new to customer relationship management (CRM) software or you just want the scoop on the newest version, this handy guide will get you going. Discover how to set up CRM 3, navigate and customize the system, use it to work with your accounts and contacts, collect leads, forecast sales, run reports, and much more. Discover how to

- 1.Develop and manage customer relationships
- 2.Implement a sales process
- 3.Set up security and access rights
- 4.Generate quotes, orders, and invoices
- 5.Manage leads and opportunities
- 6.Create and use product catalogs

## 作者简介

Joel Scott is president of the Computer Control Corporation, headquartered in Connecticut. Since 1991, Computer Control Corporation has been focused on designing and installing high-quality CRM systems. Well known in the industry, Computer Control has garnered numerous industry awards for sales, training, and CRM best practices.

Mr. Scott has authored several editions of GoldMine For Dummies and numerous articles and white papers on client retention systems. Mr. Scott can be reached by e-mail at [joels@ccc24k.com](mailto:joels@ccc24k.com).

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书籍目录

Introduction    Part I: Microsoft CRM Basics    Chapter 1: Taking a First Look at Microsoft CRM 3  
Chapter 2: Navigating the Microsoft CRM System    Chapter 3: Using Microsoft CRM Online and Offline  
Part II: Setting the Settings    Chapter 4: Personalizing Your System    Chapter 5: Understanding Security and  
Access Rights    Chapter 6: Managing Territories, Business Units, and Teams    Chapter 7: Developing  
Processes    Chapter 8: Implementing Rules and Workflow    Chapter 9: Creating and Using the Knowledge  
Base    Chapter 10: Setting Up the Product Catalog    Chapter 11: Running Reports    Chapter 12:  
Sending Announcements    Part III: Managing Sales    Chapter 13: Working with Accounts and Contacts  
Chapter 14: Managing Your Calendar    Chapter 15: Setting Sales Quotas and Generating Forecasts  
Chapter 16: Using E-Mail    Chapter 17: Handling Leads and Opportunities    Chapter 18: Generating  
Quotes, Orders, and Invoices    Chapter 19: Setting Up Your Sales Literature    Chapter 20: Using Notes and  
Attachments    Part IV: Making the Most of Marketing    Chapter 21: Targeting Accounts and Contacts  
Chapter 22: Managing Campaigns    Part V: Taking Care of Your Customers    Chapter 23: Working with  
Cases    Chapter 24: Scheduling Services    Chapter 25: Managing Your Subjects    Chapter 26: Managing  
Queues    Chapter 27: Building Contracts    Part VI: The Part of Tens    Chapter 28: Ten Add-Ons  
Chapter 29: Ten Ways to Get Help    Index

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