



# Microsoft Dynamics CRM

Power your sales productivity

*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 optimize your sales efforts.*

## Become a Dynamic Business

### Your People: Spend More Time Selling

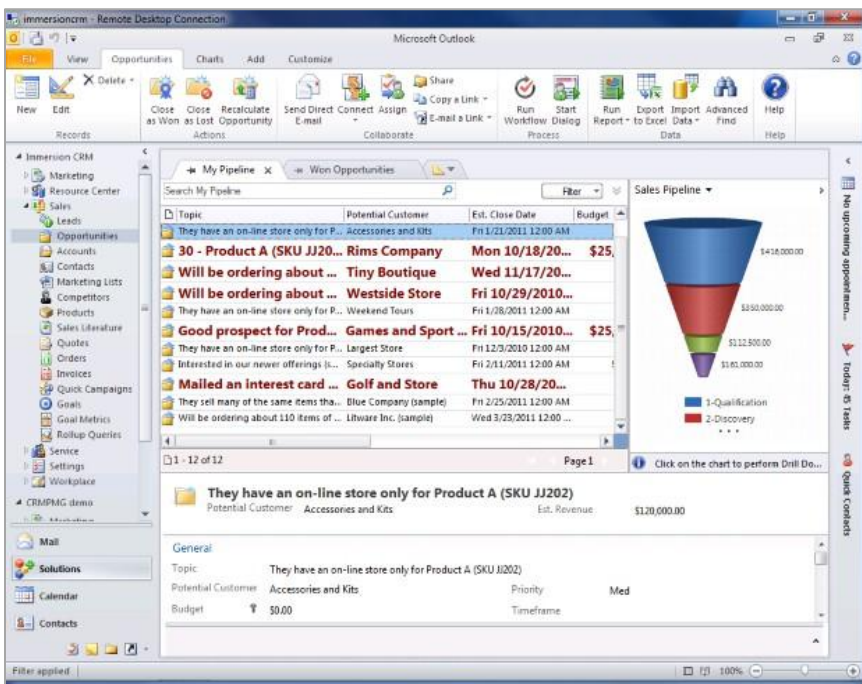
Give your sales team a CRM solution that is natural and familiar so they can spend more time selling. With the native Microsoft Outlook® client, built-in Microsoft Office features, contextual data visualizations, and mobile access, Microsoft Dynamics CRM minimizes busy work and puts the right information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

### Your Processes: Drive Sales Efficiency

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

### Your Ecosystem: Maximize 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.



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

*“By taking advantage of the ease of use and flexibility of Microsoft Dynamics CRM, we were able to reduce the cost of sales by 3% in just three months and increase sales staff productivity by 15%-20%, in turn driving higher profit margins and maximizing cash flow.”*

RON PARTRIDGE  
Group VP of Global Sales  
and Marketing  
Panduit



*“Our sales managers can meet with our reps on the road or in their office and, with one click, get a complete report on what leads we sent them, what’s been followed up on, or what needs to be followed up.”*

RANDY NIEDERER  
Director of Marketing  
Unico



*“With the native Outlook client and robust feature set of Microsoft Dynamics CRM, we were able to increase our user adoption by 90%, increase time for selling activities by 15%, and increase cross-selling opportunities by 200%.”*

BART HERMANS  
Project Leader CRM  
ISS Belgium



## 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 capitalize on cross-sell and up-sell opportunities with guided dialogs and sales-focused call scripts.

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

**Streamlined Goal Management:** Instantly define and track sales quotas at individual, team, territory, and organization 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 ORGANIZATION 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.

**Centralized 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 organization 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:** Maximize the power of online data sources through pre-built integration with partners such as Hoovers, InsideView, ZoomInfo, and many more.

## GET STARTED TODAY

Try Microsoft Dynamics CRM today:

<http://crm.dynamics.com>

Explore the Microsoft Dynamics CRM Marketplace:

<http://www.microsoft.com/dynamics/marketplace>

Join the Microsoft Dynamics CRM Community:

<http://crm.dynamics.com/en-us/communities/crm-community.aspx>