

# 80291—Sales Management in



This course introduces the capabilities of Sales Management in Microsoft Dynamics CRM 2011 that allow you to track and manage the sales process from potential to close. It provides insight on using the Product Catalog and process sales information. It also introduces some of the tools used to analyze and report on sales information.

## **Event Goals:**

- Gain a conceptual understanding of the Microsoft Dynamics CRM sales process
- Understand the role of the core record types used in Sales Management
- Discuss when to use leads to qualify or disqualify opportunities
- Use process dialogs to automate lead and opportunity management
- Use the Product Catalog
- Create Price Lists for campaigns and special offers
- Create orders, quotes and track order fulfillment
- Use Lists, Views and Charts to obtain important sales information
- Work with and create dashboards

## **Event Prerequisites:**

*Experience in these areas is required*

- General working knowledge of customer relationship management
- General understanding of business processes
- General working knowledge of Microsoft Windows.

**Number of Days:** 1

**Accepted Payment Methods:** Check, Visa, MasterCard, American Express

**Prices:** *Online*—\$450