Microsoft Dynamics CRM 4 For Dummies

Joel Scott, David Lee, Scott Weiss

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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!

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