



MICROSOFT DYNAMICS:

Microsoft Dynamics CRM is a software package for customer relationship management developed by Microsoft. It focuses mainly on sales, marketing, and other service oriented sectors, but Microsoft has been marketing Dynamics CRM as a CRM platform and has been encouraging partners to use its once proprietary, now Open Source based framework to customize it.

It often used to drive the sales productivity and marketing effectiveness for a business, handle the whole customer support chain, and provide social insights, business intelligence, and a tons of other out-of-the-box functionalities and features. As a product, Microsoft Dynamics CRM also offers full mobile support for using CRM apps on mobiles and tablets.

Dynamics CRM is an application based client server like Microsoft SharePoint. Clients access Dynamics CRM either by employing a browser or by a thick client plug-in to Microsoft Outlook.

Accessing CRM:

Microsoft Dynamics CRM are often accessed via any of the below options –

- Browser
- Mobile and Tablets
- Outlook



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The Dynamics CRM is meant to assist a developer familiar with in Microsoft developer technologies find out how to customize and extend Microsoft Dynamics CRM. This is the often the first during a 3 part course series that introduces Dynamics CRM to developers in an accelerated way.

This course covers:

- Existing capabilities,
- CRM application modules,
- Key entities,
- Platform,
- Deployment types
- Authentication

Course Content:

Introduction to Microsoft Elements CRM

Gaining an upper hand through CRM

Microsoft Elements CRM Modules:

- Microsoft Elements CRM Client Interface
- CRM 2011 Basics
- Microsoft Elements CRM in Your Organization
- Customer Records



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- Record Possession and Assignment
- Using Exercises to follow Client Interactions
- Finding and Keeping up Your Data
- Using Copy Detection
- Subject Tree
- Microsoft Elements CRM for Microsoft Office Outlook
- Integration between Microsoft Elements CRM 2011 and Outlook
- Record the executives in the Viewpoint client
- E-mail the board in CRM 2011 for Outlook
- Multiple Perspectives and Contingent Formatting
- Creating Mail Union Documents
- Using CRM 2011 for Viewpoint with Disconnected Access

Introduction to Deals Management:

- Overview of the Business Procedure in Microsoft Elements CRM
- Core Records in the Business Process
- Tracking Contenders and Overseeing Deals Literature
- Working with Leads



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- Working with Opportunities
- Sales Procedures, Work processes and Dialogs
- Sales Request Processing
- The Microsoft Elements CRM Deals Request Process
- Opportunities, Statements, and the Business Process
- Working with Orders
- Working with Invoices
- Introduction to Showcasing Automation
- Benefits of Shut Circle Marketing
- Creating and Utilizing Showcasing Lists
- Marketing Efforts and Brisk Campaigns
- Quick Campaigns

Introduction to Showcasing Campaigns:

- Creating a Showcasing Campaign
- Creating and Utilizing Effort Templates
- Importing Leads
- About the Trainer



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Our learning methods include:

- Comprehensive course selection of Instructor-Led Training
- Logistical convenience and interactive classroom experience of Online Training
- Flexible pacing and instructor-guided support of Mentored Learning
- Self-paced convenience of Online ANYTIME

In addition:

- Interview preparation with mock interview drills
- Effective resume building
- Process of applying jobs at the right places

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