

CRM NET

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CRM NET (News - Events- Topics) - Sales, Marketing, and CRM insights for those interested in CRM (Customer Relationship Management) technology

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Upcoming Events

[Microsoft Dynamics CRM: Overview Webcast, 30-day Trial, Customized Navigation Overview - Wednesday, May 25](#)

[CRM Net\(work\) Training: Social Media and Sales Effectiveness in Microsoft Dynamics CRM – June 8](#)

Microsoft Dynamics CRM 2011: Overview Webcast, 30-day Trial, Customized Navigation Overview

If you've been searching for a comprehensive Customer Relationship Management (CRM) solution that works the way you do, works the way your organization does, and works the way technology should - all with increased user adoption, reduced training time, and a low total cost of ownership - Microsoft Dynamics CRM is the perfect solution!

We invite you to join OTT, Inc. for our Microsoft Dynamics CRM Overview Webcast on Wednesday, May 25 from 1:00 p.m. – 2:00 p.m. (central) to learn what Microsoft Dynamics CRM can offer your organization. Plus, we'll discuss how you can sign up for a complimentary 30-day trial of Microsoft Dynamics CRM AND receive a 1-hour Microsoft Dynamics CRM navigation overview tailored to your organization from the OTT, Inc. team!

[Register today for this complimentary webcast by following this link](#), emailing us at events@OTT-Inc.com, or by calling 651.262.2615 to see the rich sales automation, service automation, and marketing automation functionality of Microsoft Dynamics CRM for yourself.

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.

[Download the Microsoft Dynamics CRM Sales Force Automation Datasheet to learn more.](#)

Social Media and Sales Effectiveness in Microsoft Dynamics CRM

LinkedIn, Twitter, facebook, blogs. In the last 10 years, these words have gone from almost non-existent to a part of our daily vocabulary, but have you ever stopped to think about how invaluable the information collected from these sources can be? What about in relation to your organization's clients and prospects?

The fact of the matter is that if you are in a B2B, B2C, the nonprofit industry, and everything in between, what your clients, prospects, donors, and others are saying in their social networks can have huge impact on how they interact with you – AND how you should interact with them. Knowing what your clients and prospects are not only saying in their networks, but also knowing what is happening within their organizations and industries, are the keys to success in effective selling.

If you're in sales, marketing, or management, you won't want to miss OTT, Inc.'s complimentary webcast CRM Net(work) Training: Social Media and Sales Effectiveness in Microsoft Dynamics CRM, which will be held on Wednesday, June 8, from 9:00 a.m. – 11:00 a.m. (central). At this training, you'll learn how you and your entire organization can use various social media outlets to gain a clear picture of what is happening in areas and industries you are working in, and how all of this information can be tied directly into Microsoft Dynamics CRM.

Register today! Reservations are required for this complimentary event. To register, simply email event@OTT-Inc.com or call 651.262.2615. Registration for this complimentary event is limited, and will be awarded on a first-come, first-served basis, and all registrations must be received by end of business day on Monday, June 6.

Sales and Marketing: The New Power Couple

You know the story. It's the end of the quarter and the sales numbers are below the target. The sales team is pointing fingers at marketing because they aren't bringing in enough qualified leads, and marketing is responding by saying sales is at fault because they don't know how to follow up on a lead. Sound familiar?

Today, many businesses lack synergy between the sales and marketing organizations due to a variety of reasons, including:

- Success in the sales and marketing departments is measured differently
- Sales and marketing have a different vision of the ideal target customer
- Actionable customer insight sits in dozens of disconnected databases
- There is a lack of a 360-degree view of customers and their buying preferences
- Broken processes make it impossible to track what is working
- The technology is too hard to use so that there is limited adoption

[Learn how Microsoft Dynamics CRM connects your sales and marketing team – making them a power couple that drives results – by downloading this whitepaper.](#)

