

《Microsoft CRM 3 教程》

图书基本信息

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内容概要

Manage sales, service, and marketing processes all together

Find out how to manage customer information to make your business more productive

Whether you're completely new to customer relationship management (CRM) software or you just want the scoop on the newest version, this handy guide will get you going. Discover how to set up CRM 3, navigate and customize the system, use it to work with your accounts and contacts, collect leads, forecast sales, run reports, and much more.

Discover how to

Develop and manage customer relationships

Implement a sales process

Set up security and access rights

Generate quotes, orders, and invoices

Manage leads and opportunities

Create and use product catalogs

作者简介

Joel Scott is president of the Computer Control Corporation, headquartered in Connecticut. Since 1991, Computer Control Corporation has been focused on designing and installing high-quality CRM systems. Well known in the industry, Computer Control has garnered numerous industry awards for sales, training, and CRM best practices.

Mr. Scott has authored several editions of GoldMine For Dummies and numerous articles and white papers on client retention systems. Mr. Scott can be reached by e-mail at joels@ccc24k.com.

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