



# Sales and Marketing

## FEATURES

<b>Unified communications</b>	<ul style="list-style-type: none"><li>• Use presence information to collaborate easily with coworkers by sending e-mail or starting an instant message or phone conversation in Microsoft Dynamics AX.</li></ul>
<b>Global address book</b>	<ul style="list-style-type: none"><li>• Streamline relationship management by defining and viewing relationships between customers, prospects, vendors, employees, competitors, and internal organizations, all from a single location.</li></ul>
<b>Role Centers</b>	<ul style="list-style-type: none"><li>• Marketing Executive</li><li>• Sales Manager</li><li>• Super Sales Rep</li><li>• Dedicated Sales Rep</li><li>• Account Manager</li><li>• Marketing Manager</li><li>• Marketing Staffer</li></ul>
<b>Lead management</b>	<ul style="list-style-type: none"><li>• Easily manage sales leads, create unique lead qualification processes, and turn leads into sales opportunities.</li><li>• Reduce the time and expense of pursuing inappropriate deals, and create opportunities to close more sales.</li></ul>
<b>Opportunity management</b>	<ul style="list-style-type: none"><li>• Expand opportunities by designing unique sales processes, creating quotations, and managing the sales pipeline.</li></ul>
<b>Hierarchical process templates</b>	<ul style="list-style-type: none"><li>• Create reusable lead qualification, sales, and campaign processes.</li><li>• Strengthen closure rates, manage pipeline data, and increase the return on marketing investments.</li></ul>
<b>Web-enabled CRM data</b>	<ul style="list-style-type: none"><li>• Access core CRM functionality quickly with Enterprise Portal in Microsoft Dynamics AX.</li></ul>
<b>Microsoft Virtual Earth integration*</b>	<ul style="list-style-type: none"><li>• Find locations quickly and build your customer base with Microsoft Virtual Earth™.</li></ul>
<b>Sales management</b>	<ul style="list-style-type: none"><li>• Monitor and manage sales and measure revenue against sales targets in real time.</li><li>• View graphs and reports from sales activities; analyze and report on sales, quotations, and other activities; and monitor the activities and performance of sales staff.</li></ul>
<b>Sales force automation</b>	<ul style="list-style-type: none"><li>• Evaluate a given customer activity against profitability, and forecast and plan future revenue.</li></ul>
<b>Marketing automation</b>	<ul style="list-style-type: none"><li>• Create marketing campaigns for any defined group of customers and prospects.</li><li>• Quickly link campaigns and questionnaires, projects, and Web responses.</li><li>• Automatically create follow-up activities and synchronize with Outlook for easy tracking and reminders.</li><li>• Monitor ROI by linking campaigns to a specific project.</li><li>• Broadcast campaigns via e-mail, Internet, fax, letter, or call list.</li></ul>
<b>Telemarketing/telesales</b>	<ul style="list-style-type: none"><li>• Automatically map daily activities and receive automatically generated call lists.</li><li>• Set telephones for automatic dialing and log call details.</li><li>• Generate and execute custom call scripts based on questionnaire functionality.</li><li>• Analyze and use call results to improve customer communications.</li></ul>