

Getting More out of Dynamics CRM

Please join us for a half-day Microsoft Dynamics CRM training class specifically designed to help you optimize and extend the functionality of your CRM system.



We will cover the 3 major areas of Dynamics CRM – Sales, Marketing and Service:

- Drive Increased **Sales** by...
 - Tracking critical opportunities and activities against goals and targets
 - Creating individualized dashboards to optimize sales performance
 - Identifying hidden sales opportunities
- Maximize your **Marketing** Impact by...
 - Determining which campaign activities generate sales opportunities
 - Creating dashboards to analyze campaign revenue
 - Routing marketing generated leads quickly to the sales team for immediate follow up
- Take Customer **Service** and Satisfaction to the Next Level by...
 - Delivering consistently positive customer experiences
 - Analyzing active cases in real time to prevent backlogs
 - Creating workflows and alerts to notify you regarding key client issues

Where: Altico Advisors, Marlborough Office (directions to follow)

Date: Thursday, February 16, 2012

Registration Deadline: February 2*

Time: 8:30am to 12:30pm EST (including a continental breakfast)

Cost: \$300 (\$250 for additional participants from the same company)

CPE Credit: Available upon request

Register [online](#) or if you prefer, contact me by phone or e-mail. If you want to get more out of your Dynamics CRM system and become a CRM power user, this is the class for you.

We look forward to hosting you.

Joel Hatin

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*Registration deadlines have been established so that we can avoid last minute cancellations that are inconvenient for everyone concerned. Payment is required to finalize your registration, refundable only if your cancellation is received at least 1 week prior to the class.