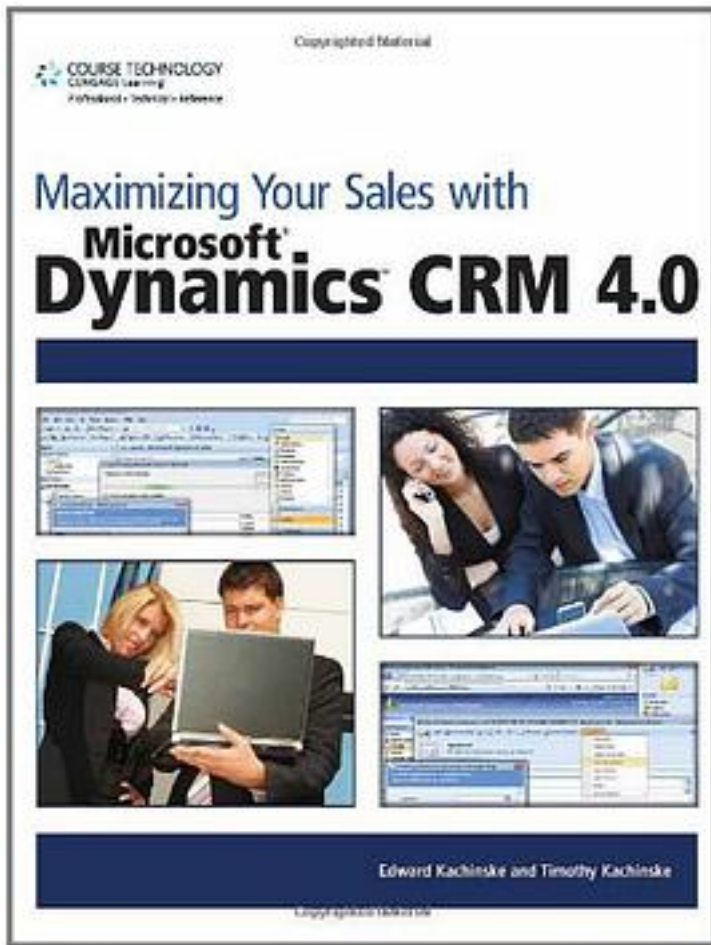# Maximizing Your Sales with Microsoft Dynamics CRM 4.0

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Microsoft Dynamics CRM 4.0 is a fully integrated customer relationship management

(CRM) system that gives busy sales professionals the capability to easily create and maintain a clear view of customers from first contact through purchase and post-sales. If you're one of these busy sales professionals, you need an easy reference tool to maximize your use of Microsoft Dynamics CRM 4.0 's varied feature set. Maximizing Your Sales with Microsoft Dynamics CRM 4.0 is that tool. This book explains, in concise, easy-to-understand language, how to get the most out of this revolutionary CRM software. Topics like working with contacts and accounts, managing opportunities and schedules, writing letters, sending e-mails, running reports and more are explored in-depth. This book also covers some administrative tasks geared toward IT professionals looking to set up and configure preferences for their Microsoft Dynamics CRM 4.0 users. With this quick, to-the-point resource, you won't just be up and running in Microsoft Dynamics CRM; you'll be an expert!

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目录:

[Maximizing Your Sales with Microsoft Dynamics CRM 4.0_下载链接1_](#)

标签

评论

[Maximizing Your Sales with Microsoft Dynamics CRM 4.0_下载链接1_](#)

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