Microsoft® Business Solutions CRM

Top 10 Reasons Why Microsoft CRM Is a Winning Solution for Small Business

In business, staying ahead of the competition is critical. Microsoft® CRM gives your company a real edge in building more profitable customer relationships. It centralizes vital customer information in a single, easy-to-access location, facilitating rapid-response customer service and enabling employees to spend less time searching and more time selling.

1. Access customer information easily from a single place, anytime, anywhere

Searching for customer-critical information among disparate sources is not just time consuming, it's morale consuming. Microsoft CRM puts all your customer data in one place and can be customized to give employees access to only the information they need to fulfill their crucial role in the sales chain—around the clock, in the office or not.

2. Sell more to new and existing customers

Microsoft CRM enables employees across your company to easily track leads, sales prospects, and customer data. And you gain valuable customer insight with dozens of preformatted business reports, such as account history and sales pipeline. So you always have the crucial information you need to take advantage of new selling opportunities and build greater customer loyalty.

3. Work within the familiar and easy-to-use Outlook interface

There's a reason Microsoft Office Outlook® 2003 is one of the most popular business applications in the world—because even new employees find it not only effective, but easy to use. Microsoft CRM's integration with Outlook allows for rapid company-wide adoption.

4. Provide reliable customer service

When employees can't deliver fast, consistent customer service, the result is a tarnished company image and, even worse, lost sales. With Microsoft CRM, your entire staff can quickly access and share customer service knowledge in a central location, so customers get the same dependable service every time they contact your company.

5. Make the right decisions faster

Today it's not just what you know, but when you know it. Microsoft CRM gives you instant insight into your customer relationships with comprehensive business reports that show the sales pipeline, account history, customer service summary, and much more for every one of your clients.

The value of Microsoft CRM

- √ Spend less time searching
- √ Spend more time on sales and service
- √ Generate and qualify more leads
- √ Close sales faster
- √ Increase customer satisfaction and retention
- √ Increase revenue per customer

Customer quotes

"I was hoping to achieve a positive ROI in 6 to 12 months. But it wasn't even close. Microsoft CRM paid for itself in less than a month when you consider increased productivity, increased profitability per transaction, and reduced turn times. We've literally spent more money on coffee machines and office supplies than we've spent on Microsoft CRM!"

Sam Lloyd, President
AAA Mortgage

"Microsoft CRM helps us to manage customer information seamlessly. It provides the ability to retrieve and use the information to make hard decisions, real time. One of our competitive advantages is that we know who the right contacts are at different companies. This helps our partners and customers access the right information to better reach business decision makers."

Randy Broad, Founder and CEO
Opal Enterprises

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6. Realize an identifiable return on investment

Right out of the box, Microsoft CRM delivers real financial benefits that can more than offset your investment. It allows you to acquire, serve, and maintain customers more cost-effectively. And it frees up everyone in your organization to act on an ever-increasing volume of business information. What's more, Microsoft CRM automates day-to-day business tasks, increasing efficiency and reducing costs. Learn about customer success stories at: **www.microsoft.com/crm**

7. Easily customize CRM to your business

No matter what kind industry you compete in, Microsoft CRM easily adapts to the unique way you do business. You can customize preformatted reports or create your own, and you can automate routine processes such as lead routing, assigning follow-up phone calls, and more.

8. Secure your customer-critical data

Microsoft CRM centralizes your customer data, protecting one of your business's most valuable assets if an employee quits or a computer crashes.
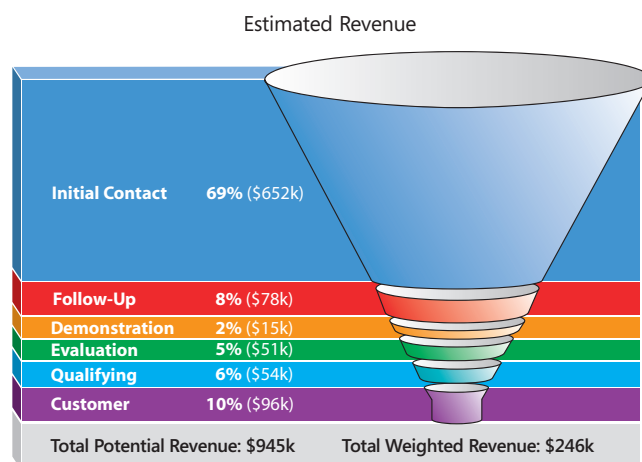
9. Connect Microsoft CRM with your business management system

Microsoft CRM is Microsoft .NET-connected, so your business can create custom solutions and easily integrate Microsoft CRM with financial applications, third-party applications, and Web services. Streamline sales processes, reduce data entry, and improve financial accuracy. Microsoft CRM offers seamless integration with Microsoft Business Solutions—Great Plains,® so your pricing and product information is automatically uploaded to Microsoft CRM, where it is accessible to your salespeople and managers online and offline.
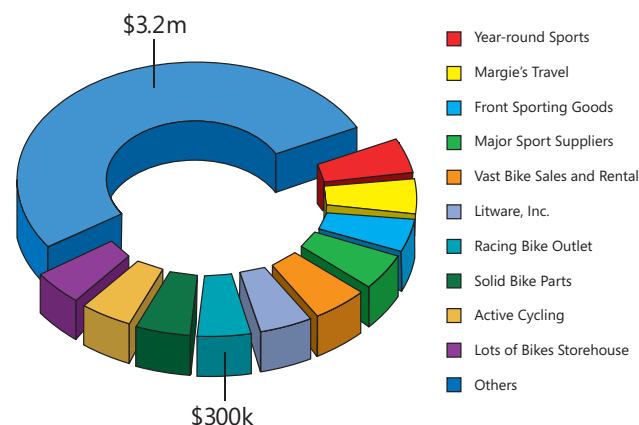
10. Enjoy low total cost of ownership

Microsoft CRM is not only surprisingly affordable, it's easy to install, set up, customize, use, and integrate with other business systems. Microsoft offers access to a leading community of partners who can provide implementation, training, and support for this popular CRM solution. So you spend more time taking advantage of the technology rather than keeping it running.

Sample pipeline chart report by sales stage

Estimated Revenue

Stage	Percent	Value
Initial Contact	69%	($652k)
Follow-Up	8%	($78k)
Demonstration	2%	($15k)
Evaluation	5%	($51k)
Qualifying	6%	($54k)
Customer	10%	($96k)

Total Potential Revenue: $945k   Total Weighted Revenue: $246k

Sample revenue chart

$3.2m

$300k

- Year-round Sports
- Margie's Travel
- Front Sporting Goods
- Major Sport Suppliers
- Vast Bike Sales and Rental
- Litware, Inc.
- Racing Bike Outlet
- Solid Bike Parts
- Active Cycling
- Lots of Bikes Storehouse
- Others

For more information

Microsoft CRM	www.microsoft.com/crm
Microsoft Small Business Center	www.microsoft.com/smallbusiness/products/mbs/crm/detail.mspx
Microsoft Licensing	www.microsoft.com/licensing

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