

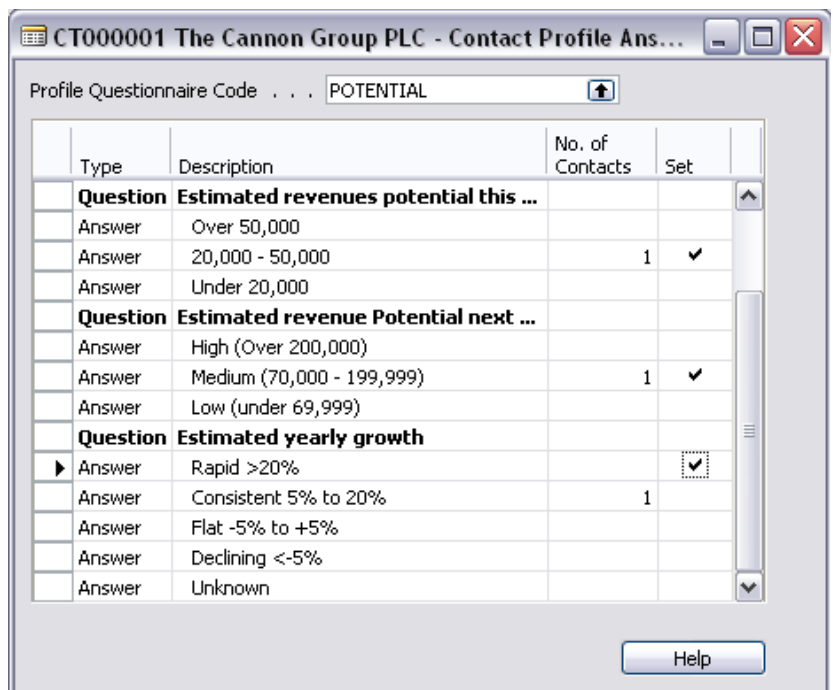
Sales and Marketing

Sales and Marketing in Microsoft Dynamics-NAV

Benefits:

- **Stay connected and gain mobility.** With Microsoft Dynamics-NAV and Microsoft Outlook® you never have to be out of touch with all the activities necessary to stay up-to-date. Synchronized information can keep everyone informed.
- **Keep customer information at your fingertips.** Vital contact information is centrally located with drill-down capabilities to gain access even more details regarding your contacts. Each contact can have several profiles that you have defined as important.
- **Transform information into opportunity.** Tracking sales trends with the use of campaigns, opportunities and to-do lists all activities can be tracked, updated and completed.
- **Help unify sales efforts.** With Microsoft SharePoint® Services integration assigned group members can share vital information such as calendar dates, to-do's , documents and most importantly task assignments, eliminating duplicate efforts.

Identify all facets of your sales. With profile definition, sales history traceability and command ready campaign opportunities spending hours of research are no longer an issue. Make the contacts sooner that will increase the results of your sales activities. Focus your sales staff attention where it needs attention based on solid concrete data.



Type	Description	No. of Contacts	Set
Question	Estimated revenues potential this ...		
Answer	Over 50,000		
Answer	20,000 - 50,000	1	<input checked="" type="checkbox"/>
Answer	Under 20,000		
Question	Estimated revenue Potential next ...		
Answer	High (Over 200,000)		
Answer	Medium (70,000 - 199,999)	1	<input checked="" type="checkbox"/>
Answer	Low (under 69,999)		
Question	Estimated yearly growth		
▶ Answer	Rapid >20%		<input checked="" type="checkbox"/>
Answer	Consistent 5% to 20%	1	
Answer	Flat -5% to +5%		
Answer	Declining <-5%		
Answer	Unknown		

Profiles assist in identifying and targeting the right customer for the right campaigns.

Providing your sales staff with the right tools has never been more important than in today's quick paced business world. By the instantaneous updated information, your customers can be identified by sales volume, order frequency, or any other identification you choose to establish. The integration of Microsoft Dynamics-NAV and Microsoft Outlook® can act as cooperative utility for ease of information synchronization. You can enter a contact in Microsoft Dynamics-NAV, update your Microsoft Outlook® and sync-up your PDA.

FEATURES:

Outlook integration	Microsoft Dynamics-NAV contacts, to-do, opportunities and assigned tasks can be managed to their full potential when integrating Microsoft Outlook ®. One time entry with multi-updates can minimize the time spent on assessment of accuracy versus time spend on actual production.
Contact management	Using profile definition classifies customer companies or individuals in ways that are useful to your way of doing business. Accommodating search capabilities allow for exact or non-exact search criteria.
Task management	Tasks can be assigned to either a team or an individual within a team. Teams can be defined as necessary, being a project, program, campaign or person in charge of.
Opportunity management	For more rewarding sales activity results and to identify and evaluate sales efforts use opportunity management to guide your sales force.
Data synchronization	Two-way synchronization or one-way communication can free up duplicate entry or record keeping. Using Microsoft Outlook® and Microsoft Dynamics-NAV each user can set up their own communication method.
Offline capabilities	Work offline without attention on when information was last updated from the master file. With batch update capabilities updates can be performed automatically with the next login.
Campaign management	Create specific campaign qualifiers to create target groups for your marketing and sales activities. Using Microsoft Dynamics-NAV customizable templates, Microsoft Office Word mail merge, your information is in the hands of the right people faster.
Sales analysis	With sales analysis tools, customizable reporting criteria tracking sales and profitability are made straightforward. Use Microsoft Office Excel ® to create graphs or charts.
Real-time information	Data on customer finance, orders in-process and inventory quantities on-hand, on sales orders or incoming on purchase orders are all available in actual point in time reference.
Customer interaction log and document management	All inclusive activities in relationship to each customer or contact can be recorded and stored. From calls made to documents sent, along with future items to address. This information can be viewed by customer, by team or by an individual sales staff member.
E-mail logging in Microsoft Exchange Server	Creating an e-mail to any contact in Microsoft Dynamics-NAV regardless if the e-mail originated directly from Microsoft Dynamics-NAV or Microsoft Outlook® the interaction will be stored in the contact in Microsoft Dynamics-NAV.

For more information about Sales and Marketing in Microsoft Dynamics-NAV, visit www.dynamicsinfo.com