

CRMFS – CRM Sales Fast Start

Innovation is directly proportional to the willingness to walk new roads



**Microsoft
Partner**

Gold Cloud Business Applications
Gold Cloud Platform
Gold Data Analytics
Gold Project and Portfolio Management
Gold Cloud Productivity

Sales Innovation for growth with Customer Engagement

The main trigger and motivation for this initiative for businesses is the **necessity** to acquire competitive advantages based on Customer knowledge and effective Customer Engagement oriented Sales Processes. The best way to reach this result is to stimulate an active interaction within the company Business, Sales Managers and IT People. Altitudo's role is to be the catalyst for this interaction and to boost it through ideas and tips gained through hands-on experience.



CHALLENGE

A successful Digital Transformation and a CRM Engagement strategy for the improvement of Sales Effectiveness need clear goals and a concrete and reasonable implementation strategy.

Clarifying priorities, goals and tools is essential for a successful implementation

SOLUTION

Using the Altitudo experience to propose solutions and steps for:

- Sales Force Automation productivity
- Lead and Opportunity Management
- Sales Forecasting
- Customer Service effectiveness
- Customer knowledge and understanding

RESULTS

- An analysis that demonstrates where CRM can be applied to improve Sales productivity and what are the GAPS to fill
- Possible solutions, technological and business-related, that bring innovations and improvements.
- An action plan and possible projects in the short and medium term.



CRM for Sales Fast Start

The proposed activity aims at helping the client understand the benefits of CRM for Sales Processes and analyse the business processes where Microsoft Dynamics 365 Customer Engagement Solutions, starting with Dynamics 365 Sales, can be applied with the goal to produce tangible and competitive advantages.

1

WORKSHOP

Bringing together the expertise and our experience in multiple projects!

2

PROCESSES AND USE CASES

Highlighting where CRM Sales Apps can be applied and what are GAPS to fill in order to start an effective CRM Implementation.

3

ACTION PLAN

A structured, planned and well-proven path to improve businesses sales processes and people's productivity using CRM!

ALTITUDO – CRM for Sales Fast start

Helping the client access the Microsoft 's Dynamics 365 Sales focused solution portfolio in an efficient and economical way in the area of Customer Engagement , exploiting the power and flexibility of the cloud and the Dynamics 365 Platform.

DYNAMICS 365 SALES

The business applications Sales Productivity Platform, integrated and efficient for customer engagement efficiency.

DYNAMICS 365 SALES INSIGHT

The business applications Intelligent Sales Solution, that leverage AI to suggest smart insights and actions to the sales people

DYNAMICS 365 SERVICE

The business applications Customer Service Solution, multichannel and integrated for effective customer service.



Productive Sales Calls and Visits

Solution implemented to improve the customer visits process, by helping the Sales team perform visit tasks and track visit outcomes.

Manufacturing Company

Functional-technical workshop for helping the Sales team to efficiently perform tasks when and after visiting customers.

Consumer Goods and Retail Company

Functional-technical workshop for helping the Sales Organization to correctly profile resellers with easy to use digital tools.

Public Finance Company

Workshop to help envisioning a solution for customer profiling and sales task management

**If you want to take a step forward into
your Customer Engagement initiatives,
here we are!**

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Learn more: www.altitudo.com



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