



# Sales and Marketing in Microsoft Dynamics AX 2012

Sales and Marketing in Microsoft Dynamics® AX 2012 delivers powerful, integrated customer, sales, and marketing management capabilities that can help your people build and strengthen customer relationships and increase sales.

With insight into business and customer information, you and your staff can proactively manage relationships and provide fast, informed answers to queries. Make smart marketing decisions, plan effective campaigns, and strategize for the future by analyzing individual and consolidated data on all business contacts to create precise target groups.

## BENEFITS

### Plan effective campaigns

Simplify campaign planning, execution, and analysis by leveraging rich ERP data with definable processes that increase effectiveness and help control costs by measuring the success and profitability of each campaign.

### Improve customer relationships

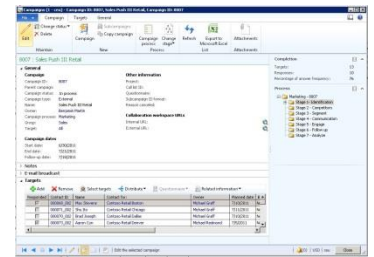
Get a real-time view of customer and prospect data with the ability to defined relationships. Track correspondence, phone logs, and automatically generated activities. Take advantage of that information to strengthen customer relationships.

### Increase sales force productivity

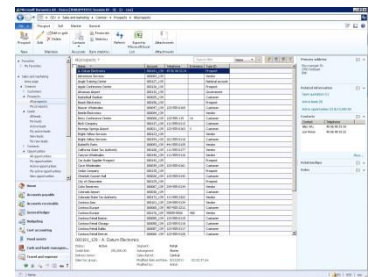
Identify and seize important sales opportunities with access to integrated sales information, and evaluate sales activities against the profitability of each segment or customer. Effectively manage your sales pipeline for increased closure rates.

### Optimize sales by managing sales and marketing activities together

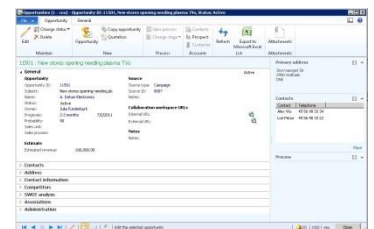
Gain insight into customer needs, improve lead generation and qualification, and improve sales performance by combining sales and marketing information.



*Campaign details*



*Prospects list page*



*Opportunity details*

## FEATURES

<b>BUSINESS ESSENTIALS</b>	Role Centers	Specialized sales and marketing role centers help organize relevant tasks, information, and tools so people manage their work easily. Role centers are available for: Sales and Marketing Executive, Sales Manager, Sales Representative, Account Manager, Marketing Manager, and Marketing Coordinator
	Unified Communications	Use presence information to collaborate easily with coworkers by sending e-mail or starting an instant message or phone conversation
<b>ADVANCED MANAGEMENT</b>	Marketing automation	<ul style="list-style-type: none"> <li>■ Create marketing campaigns for any defined group of prospects and customers.</li> <li>■ Link campaigns and questionnaires, projects, and web responses.</li> <li>■ Monitor ROI by linking campaigns to a specific project.</li> <li>■ Broadcast campaigns via e-mail, internet, fax, letter, or call list.</li> </ul>
	Telemarketing	<ul style="list-style-type: none"> <li>■ Automatically map daily activities and receive generated call lists.</li> <li>■ Generate and execute custom call scripts based on questionnaire functionality.</li> <li>■ Analyze and use call results to improve customer communications</li> </ul>
	Lead management	<ul style="list-style-type: none"> <li>■ Easily manage sales leads, create unique and reusable lead qualification processes, and turn leads into sales opportunities.</li> <li>■ Reduce the time and expense of pursuing inappropriate deals, and create opportunities to close more sales.</li> </ul>
	Opportunity management	Expand opportunities by designing reusable unique sales processes, creating quotations, and managing the sales pipeline.
	Sales force automation and management	<ul style="list-style-type: none"> <li>■ Monitor and manage sales and measure revenue against sales targets in real time.</li> <li>■ View graphs and reports form sales activities, analyze and report on sales, quotations, and other activities, and monitor the activities and performance of sales staff.</li> <li>■ Evaluate a given customer activity against profitability, and forecast and plan future revenue.</li> </ul>
	Web-enabled CRM data	Access core CRM functionality quickly with Enterprise Portal.

Microsoft Dynamics is a line of integrated, adaptable business management solutions that enables you and your people to make business decisions with greater confidence. Microsoft Dynamics works like and with familiar Microsoft software, automating and streamlining financial, customer relationship and supply chain processes in a way that helps you drive business success.

U.S. and Canada Toll Free 1-888-477-7989

Worldwide +1-701-281-6500

[www.microsoft.com/dynamics](http://www.microsoft.com/dynamics)

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