



Customer Relationship Management Module Training

DYNAMICS 365 BUSINESS CENTRAL



Qualiopi 
processus certifié

 RÉPUBLIQUE FRANÇAISE

Summary

The training center	2
Certification	2
Training	3
Objectives	3
Content	3
Followed of actions after training	3
Practical informations	4
Contact	5

The training center

SBSI Consulting is a Microsoft partner on the Dynamics 365 Business Central solution. Its core business is the integration of the enterprise solution and the training of employees on the various modules.

Certification

Since February 2022, the training centre has been Qualiopi certified under the title “training actions”, which allows you to have your training funded by your OPCO. We can help you establish your administrative file with the latter.

Training

Theme: Manage the company's marketing process.

Audience: Sales, marketing and communication managers.

Duration: 1 day (this duration is adapted according to the client to provide tailor-made training).

Objectives

- Manage new contacts.
- Execute and track campaigns.
- Manage marketing events.
- Segment the contacts.

Content

- Preamble: Prior learning assessment (5 min). Round table to learn each participant's skills (15 min).
- **Contact management:** Qualify the contacts according to the specificities of your company.
- **Contact Segmentation:** Target contacts relevant to an event or promotion.
- **Opportunity Management:** Record opportunities and track them based on % success and amount.
- **Customer relationship management on mobile.**
- **Document and Interaction Management:** Configure document templates and log all exchanges with your contacts.
- **Campaign Management:** Prepare promotional campaigns for your customers.
- **Business Central to Microsoft 365 integration:** Manage your contacts in Outlook or ERP.
- Practical exercises.
- Questions / answers (15 min).

Followed of actions after training

- Tracking points in an Excel file.
- Periodic meetings.
- Satisfaction questionnaire.

Practical informations

Prerequisites: No prerequisites are required to access the training provided.

Duration: 3 to 5 days on average, duration adaptable according to your needs in order to offer you a tailor-made training.

Delay: the delay is approximately one month, according to our schedule, between the request and the start of the training.

Price: the daily rate of a training is 700€ excl. *

**You can have your training funded by your OPCO. We can help you establish your administrative file with it.*

Location: The training location according to your need:

- In your business.
- In our training room: 10 avenue du Gretay, 35310 MORDELLES.
- Remotely via videoconferencing.

Methods employed: They differ according to the type of training:

- On-site: Computer software (ERP), video projector, Microsoft documentation, training plan, e-learning platform.
- Distance: Computer software (ERP), Microsoft Teams software, Microsoft documentation, training plan, e-learning platform.

Evaluation methods: Exercises, quizzes and questionnaires are given throughout the training to assess the level of each person trained.

Accessibility: We offer training that can be accessible to people with disabilities.

For our distance training, we will do everything necessary to put in place the available technical means adaptable to our structure and your needs.

Regarding the pedagogical means, we will adapt to your request by setting up sessions and a duration adapted in individual sessions or in small group of people with similar needs.

On this site, you will find a whole list of specialized structures and professionals involved in the disability field [Disability Accessibility - SBSI Consulting](#).

Contact



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