Start working in CRM

Microsoft Dynamics CRM Online Microsoft Dynamics CRM 2013 or 2015 (on-premises)

Get up and running quickly with common tasks

Microsoft Dynamics



welcome to Microsoft Dynamics CRM!

Ready to get going with CRM? You're in the right place.

In this eBook, you'll learn how to:

- Get around CRM and find what you need
- Enter data quickly and easily
- Work with contacts, accounts, leads, and opportunities
- Place calls, send email, and take notes
- Check the current status of service cases for a customer

Soon you'll be using Microsoft Dynamics CRM to keep track of your sales and win more business.



New to CRM? You may also want to <u>check out our CRM Basics eBook</u>. It covers all the same essentials you'll find here, with a bit more detail. (Don't worry. It's still pretty short.)



get around and find your data

If your screen looks like this (latest version):

When you choose the Main Menu from the nav bar, you can access your work areas, records, or other items.



🖀 <u>Take a video tour</u>

If your screen looks like this (older version):

On the nav bar, choose the **Microsoft Dynamics CRM** logo, and then choose the tile for your work area. You'll see the tiles for the different types of data and other items available.



enter contacts or other types of records

On the nav bar, choose the **Quick Create** button, and then enter data for a few fields. You can come back and fill in the gaps later when you have more time. Then, choose **Save**. An asterisk (*) indicates a required field.

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Last Name *	Chand		Mobile Phone	555-0198			Street	2				
Job Title			Business Phone				City					
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find your contacts

Similar to Microsoft Office Outlook or other email programs, you store data about the people you know and work with as contacts.

If your screen looks like this (latest version): Go to **Sales**, **Service**, **or Marketing** > **Contacts**.

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What's New	Contacts	Opportunities	Orders	Quick Campaigns
Activities	43	Competitors	Invoices	>
			Products	
			Sales Literature	

🖀 <u>Take a video tour</u>

If your screen looks like this (older version):

On the nav bar, choose your work area, and then choose the tile for **Contacts**.



view your contacts in a list

When you go to your contacts, you'll see the names in a list. Choose a name to see details or to enter more data.

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		Adam Carter		adam@northwindtraders.c	Northwind Traders	1-555-555-0151	~
		Alan Brewer		alan@lotsofsales.com	Lots of Sales	1-555-555-0137	
		Anders Madsen		anders@solidsalesparts.com	Solid Sales Parts	1-555-555-0186	
		Barry Johnson		barry@samplesalesstore.c	Sample Sales Store	1-555-555-0138	
		Bernard Duerr		bernard@leaseasalesshop	Lease-a-Sales Shop	1-555-555-0190	
		Betty Haines	45	betty@thecrackerbox.com	The Cracker Box	1-555-555-0193	
		Brannon Jones		brannon@newandusedser	New and Used Services	1-555-555-0120	
		Bruno Denuit		bruno@everwinningsales.c	Ever Winning Sales	1-555-555-0149	
		Cat Francis		cat@orangeservicecompa	Orange Service Company	1-555-555-0132	

How do I get here?

filter the list to show the right contacts

When you go to your contacts, you'll see the names in a list. You can filter to see only the contacts you're interested in, such as all active contacts in the system, or only the ones you're following. Choose the down arrow next to **My Active Contacts**, and then point to the list you want (for example, **My Connections**).

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Active Contacts Subgrid View	adam@northwindtraders.c	Northwind Traders	1-555-555-0151	•
Contacts Being Followed	alan@lotsofsales.com	Lots of Sales	1-555-555-0137	
Contacts: Influenced Deals That We Won	anders@solidsalesparts.com	Solid Sales Parts	1-555-555-0186	
Contacts: No Campaign Activities in Last 3 Months	barry@samplesalesstore.c	Sample Sales Store	1-555-555-0138	
Contacts: No Orders in Last 6 Months Contacts: Responded to Campaigns in Last 6 Mo	bernard@leaseasalesshop	Lease-a-Sales Shop	1-555-555-0190	
Inactive Contacts	betty@thecrackerbox.com	The Cracker Box	1-555-555-0193	
My Active Contacts	brannon@newandusedser	New and Used Services	1-555-555-0120	
My Connections	bruno@everwinningsales.c	Ever Winning Sales	1-555-555-0149	
Create Personal View	cat@orangesenicecompa	Orange Service Company	1 555 555 0122	
Save Filters as New View	cat@orangeservicecompa	Orange Service Company	7-22-222-022	
Save Filters to Current View	chris@zipsalesandaccessor	Zip Sales and Accessories	1-555-555-0199	
Chris Preston	chris@importedsportsstor	Imported Sports Store	1-555-555-0140	

How do I get here?

see more details about a contact

You'll see everything going on with this customer, including any recent updates and posts, and the status of any service cases. Choose a field to update info for a contact right inline. No flipping to another screen.



Choose a **phone number** to call. Or, choose an **email** address to send a message.

Choose an address to see the **fields you can edit**.

Have a lot going on? You might need to scroll up and down or left and right to see everything.



add notes about a contact

When you're viewing the details for a contact, choose **Notes**, and then type away.

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contact Adam	n Smith _{"≡}	POSTS ACTIVITIES NOTES Choose Notes, and then start typing.								
Full Name*	Adam Smith	Met with Adam								
Job Title	Concrete-Mixing-Truck Driver	He may be interested in placing an order next month. He is following up with his field service team and will get								
Parent Customer	📴 <u>Coho Winery</u>	back with me next week.								
Email	franzkohl@cohowinery.com									
Business Phone	874-152-2115	Attach Done								
		Attach documents, if you like.								

track performance on the dashboard

You'll probably spend a lot of time each day checking the charts and graphs on your dashboard to see how you and your team are doing. You can interact with dashboard data and see the underlying data used to create it by choosing a bar on a chart.



What's in the **sales pipeline**?

How do I get here?

explore dashboard layouts

Want to see your data differently?

Not to worry.

The system comes with several dashboard layouts to help you highlight the data and performance metrics you're most interested in.

The best way to find one you like is to take a look at a few.



get back to recently viewed items

Choose the **Recently Viewed Items** button on the nav bar to get back to your recent work. Pin the customer records you use all the time to keep them handy at the top of the list.

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Active Cases	+	🛄 🖬 Sales Management		+ 🧹	recent dashboards and records
Published Articles	+	Sales Performance Dashboard		+	



find your leads

If you're in sales, you'll keep track of your potential business with **leads**. You can enter leads manually, generate them from marketing campaigns or inquiries from your website, buy them in mailing lists, or create them automatically from posts on Facebook or Twitter.

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Cathan Cook	New store opened this year - follow	Kelly Krout New	5/19/2014 12:11 PM	Open	~	Cha
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Marco Tanara	Interested in new toys	Kelly Krout New	5/19/2014 12:11 PM	Open		
Allison Brown	Wants to expand	Allie Bellew New	5/19/2014 12:11 PM	Open		
Allison Brown	Mailed an interest card back	Allie Bellew New	5/19/2014 12:11 PM	Open		X
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Susan Burk	Interested in our newer offerings	Allie Bellew New	5/19/2014 12:11 PM	Open		
Alex Wu	Interested in new cell phone release	Allie Bellew New	5/19/2014 12:11 PM	Open		
Alex Wu	Interested in new cell phone release	Allie Bellew New	5/19/2014 12:11 PM	Open		
Allison Brown	New store opened this year - follow	Veronica Quek New	5/19/2014 12:11 PM	Open		
Marco Tanara	Interested in new toys	Kelly Krout New	5/19/2014 12:11 PM	Open		
Patrick Steiner	Wants to expand	Diane Prescott New	5/19/2014 12:11 PM	Open		
Allison Brown	New store opened this year - follow	Allie Bellew New	5/19/2014 12:11 PM	Open		
George Sullivan	Store is expanding - send new literat	Molly Clark New	5/19/2014 12:11 PM	Open		
Darren Parker	Likes our products	Veronica Ouek New	5/19/2014 12:11 PM	Open		

How do I get here?

move leads through the sales process

Everyone on your team moves customers through standardized business processes with the same stages and steps.

You complete a step by entering data or marking the step completed in the process bar at the top of the screen. When all the steps are done, you can move on to the next stage.



edit data right inline

When you're working on an opportunity, most fields are editable right inline. Choose a field to see what changes you can make.

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OPPORTUNITY ▼ Replacing SD exhibits with HDTVs = Est. Close Date 11/21/2014 Est. Revenue \$1,846,952.00 Status In Progress Owner* © Veronica Que :	+ NEW R CLOSE AS	WON 🛇 CLOSE AS LOST	🖩 RECALCULATE OPPORTUN 😤	Assign 🙃 Email a link	DELETE •		↑ ↓ ज
Organify (Active) Develop Propose Price Execution Close > Next Stage • Identify Contact Cat Francis Estimated Budget click to enter Capture Summary click to enter • Identify Account Coho Winery Purchase Process click to enter Capture Summary click to enter Purchase Timeframe click to enter Identify Decision Maker mark complete Capture Summary click to enter Topic* Replacing SD exhibits wit i POSTS ACTIVITIES NOTES ONENOTE Contact Cat Francis AII ~ Add Phone Call Add Task First Name * Cat Account Coho Winery Pollow up to define customer need Reach out to Cat to determine what Coho is looking for Email Cat@cohowinery.cc : Purchase Process Completed by CRM System 3/9/2015 3:37 AM Coho Winery Coho Winery Purchase Process Probability 80 Francis STAKEHOLDERS + Postription Name ^ Role Name ^ Role	Replacing	g SD exhibit	s with HDTVs	•≡ Est. Close Date 11/21/2014	Est. Revenue \$1,846,952.0	e Status 10 In Progress	Owner*
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Choose any field to enter or make changes to data.



add decision makers to an opportunity

You can add stakeholders to an opportunity so that you can keep track of all the decision makers for a deal in one place.

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where is the save button?

Any time you want to save your data, choose the **Save** button at the bottom corner of the screen.

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Coho Winery is a large c	orporation with a number o	f			cieen.	
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check in on service cases

Want to check in on any active requests for customer service? Switch to the service work area, and then choose the case you want to view.

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→ A	Active Cases ¥				Sear	ch for records							ρ	
\checkmark	Case Title ↑	Case Number	Priority	Origi 🔻	C	Active Ca	ses by	Ager	nt 🗸		+	4		>
•	Average order shipment time	CAS-01213-P8B3X0	Normal	Web	~							_		
٢	Complete overhaul required	CAS-01214-S6Z4Z6	High	Web		20	1							
c	Contact information requested	CAS-01215-N0Y1T2	Normal	Phone		10								
¢	Contact information required	CAS-01216-L3S7F2	Normal	Phone		18		16						
¢	Contoso E70 Error	CAS-00097-L2K0K4	Normal	Phone		16								
f	Customer needs assistance with Contoso M1600	CAS-00055-V8L7L7	Low	Facebook		14			13					
c	Customer needs assistance with Large MP5 Players M1650	CAS-00110-P8Q4W5	High	Phone		- 12								
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\sim	Damaged during shipment	CAS-01217-H7H0B3	Low	Email		₩ 10-					_			
c	Defective item delivered	CAS-01218-G6H0J9	Low	Phone		0 8.				7	8			
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c	Incorrect product information	CAS-01221-T1W459	Normal	Phone										
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take your CRM work with you on mobile

Microsoft Dynamics CRM is not just for using in a web browser on a computer you can also use it on your phone, on your Surface, or on your iPad.

Download the app from the online store for your phone or tablet (search for "Dynamics crm").

Note: You may need to check with the person who manages your system day-to-day, to make sure you have the security permissions required to use the app.



CRM Help & Training

The <u>CRM Help & Training website</u> has lots of great Help content including:

- videos
- eBooks
- walkthroughs
- customizable training
- ...and more!

Find Help for your role.



www.CRMHelpandTraining.com

Thanks for reading!

Did this eBook help you? Send us a quick note. We'd love to know what you think.

<u>Guides, eBooks, videos, and more</u>

Version 7.1.0



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