Microsoft CRM 3 For Dummies

Joel Scott, David Lee

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Manage sales, service, and marketing processes all together

Find out how to manage customer information to make your business more productive

Whether you're completely new to customer relationship management (CRM) software or you just want the scoop on the newest version, this handy guide will get you going. Discover how to set up CRM 3, navigate and customize the system, use it to work with your accounts and contacts, collect leads, forecast sales, run reports, and much more.

Discover how to
* Develop and manage customer relationships
* Implement a sales process
* Set up security and access rights
* Generate quotes, orders, and invoices
* Manage leads and opportunities
* Create and use product catalogs

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