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| The best mistakes are the ones you don’t have to make. | | |
| This is an overview of the sales presentation provided for this campaign. The challenges and responses are presented from the point of view of small businesses owners and managers. | | |
| Challenge | **Best Response** | **Solution Details** |
| I need to grow my business, but the economy’s slowing down. | Keep more of the customers you have. | * Nurture your customer base by maximizing customer satisfaction and communicating on a regular basis * Generate more referrals by leveraging your good reputation with your customers and your local business community * Find new customers more cost-effectively by launching a search marketing program |
| I need to get more done, but still maintain some work/life balance. | With a good mobility solution, you can actually accomplish more while spending less time at your desk. | * Have customer information available anytime you need it, so you can respond immediately to customer needs * Keep everyone in your company connected, so your team can stay on top of new business developments * Make sure your network is secure and stable |
| I have to play so many different roles that I can’t master them all. | Make the most of your strengths and outsource as necessary. | * Use real-time insights to make smarter management decisions * Line up expert help for time-intensive tasks like IT management * Leverage web site and e-commerce templates to get your online marketing program started quickly |

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| Microsoft Solutions | | | | |
| Here’s a summary of five products that small business owners often find very useful. Information about these products is also included in the accompanying sales presentation. | | | | |
| [Microsoft Office  Small Business 2007](http://www.microsoft.com/smallbusiness/products/office/2007/default.aspx#overview) | **[Windows Vista](http://www.microsoft.com/smallbusiness/products/windows-vista/ultimate.aspx" \l "overview)**  **[Ultimate with Service Pack 1](http://www.microsoft.com/smallbusiness/products/windows-vista/ultimate.aspx" \l "overview)** | [**Windows Small Business Server 2008**](http://www.microsoft.com/smallbusiness/products/server/default.aspx#Overview) | [**Microsoft Dynamics  CRM Online**](http://crm.dynamics.com/) | [**Microsoft  Response Point**](http://www.microsoft.com/smallbusiness/products/response-point/default.aspx#overview) |
| * Work more efficiently and effectively. New tools help you work faster and create more professional documents, spreadsheets, and presentations. * Get started with CRM capabilities. Microsoft Office Outlook with Business Contact Manager includes a complete contact management solution for small businesses. It’s the perfect introduction to CRM. * Produce professional marketing materials and campaigns in-house. Create and distribute professional marketing materials and campaigns for print, e-mail, and the web. | * **Get started faster**. Find the programs, business records, and emails you need to get things done in seconds, not minutes. * **Work how you want, where you want.** Keep ahead of changing business needs with powerful mobility and collaboration features that let you work from virtually anywhere. * **Ensure your system’s versatility.** Enjoy wide compatibility with software applications, peripherals, and services. * **Be more secure.** Protect your business from losing time and money due to malicious software, data loss, PC crashes, and theft. | * **Use an affordable, integrated solution.** SBS 2008 brings together the Microsoft® technologies that small businesses need most into a single solution. * **Protect your business data.** Automatically back up the PCs and servers in your network and recover accidentally deleted files. * **Grow your business capacity.** Get secure access to important desktop resources from any Internet-connected PC, from virtually anywhere at any time, so you can be productive while you’re away from the office or on the road. | * **Get started fast.**  Dynamics CRM Online is a full-featured subscription CRM solution. It’s the perfect choice for customers who want to get up and running quickly. * **Leverage what you already know.** Take advantage of rich CRM capabilities within a familiar Microsoft Office environment. * **Maximize the value of your CRM solution.** Optimize your marketing campaigns and promotions, gain new insights into your customers, and centrally manage all your customer information online.Flexible design and process automation make it easy. * **Smooth migration path.** You can start out with the Microsoft-hosted version and easily migrate to the on-premise version as your business grows. | * **Fully integrate your phone system with your computer network**. Have your voice mail delivered via email, and see notifications of incoming calls on your screen with Caller-ID. * **Use your phone as a tool for customer satisfaction.**  You can assign a specific phone number to your most important customer. And it’s possible to see call history at a glance, including the number of times in and out. * **Create a local presence.**  By having different phone numbers in different locations, you can look local. * **Enjoy complete flexibility.**  Response Point comes with voice activation for FAQ, a customizable voice attendant and on-hold music, and automatic forwarding to your cell or home phone. |
| Customers who are investigating mobility solutions may also be interested in Windows Mobile, <http://www.microsoft.com/windowsmobile>. | | | | |