|  |
| --- |
| So you heard about me from your mom’s doctor’s golfing buddy? |
| This is an overview of the sales presentation provided for this campaign. The challenges and responses are presented from the point of viewof small businesses owners and managers.  |
| Challenge | **Best Response** |  **Solution Details** |
| Finding new customers can take a lot of time and be expensive—and you’re not getting paid | Keep as many of your current customers as you can by maximizing customer satisfaction  | * Set and meet or exceed expectations
* Understand your customer’s history and be able to reference it quickly
* Make sure your employees realize that every customer interaction is an opportunity to build--or detract from--your reputation
 |
| Don’t know how to find new prospects | Take advantage of the power of networking  | * Tap into the loyalty of current customers to generate word-of-mouth referrals
* Communicate frequently with your customers to stay top-of-mind
* Network with other small businesses to help you expand your reach
 |
| Think search marketing can help, but not sure how it works  | With just a small amount of information, you can get started and increase your online presence | * Review your website to make sure it includes the information customers will want once they’re there
	+ Leverage your reputation with your existing customers by featuring quotes from them on your site
* Increase the odds of being listed higher in search listings by maximizing the usage of critical words that will help customers find your business
* Buy search words to augment your marketing program and test the results
 |

|  |
| --- |
| Microsoft Solutions |
| Here’s a summary of the top products 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) | [**Microsoft Dynamics CRM Online**](http://crm.dynamics.com/) | [**Microsoft Office Live Small Business**](http://www.microsoft.com/smallbusiness/products/office/microsoft-office-live/default.aspx#overview) | **[Windows Vista](http://www.microsoft.com/smallbusiness/products/windows-vista/ultimate.aspx%22%20%5Cl%20%22overview)****[Ultimate](http://www.microsoft.com/smallbusiness/products/windows-vista/ultimate.aspx%22%20%5Cl%20%22overview)** |
| * 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 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.
 | * **Get your company online.** Set up a free web site & e-mail, plus low cost e-commerce - all by yourself!
* **Attract customers.** Market your business with intuitive and affordable email marketing & search marketing products.
* **Manage your business.** Manage sales opportunities, projects, documents, & more with FREE online business apps.
 | * **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.
 |
| Customers who are investigating mobility solutions may also be interested in Microsoft adCenter, <http://www.microsoft.com/smallbusiness/products/adCenter> |