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| 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 view of 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 |

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| 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" \l "overview)**  **[Ultimate](http://www.microsoft.com/smallbusiness/products/windows-vista/ultimate.aspx" \l "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 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> | | | |