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| Keep your customer, *your* customer. | | |
| 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** |
| Your customer can leave at any time | Show your customers why you’re the right choice | * Keep in touch to continue to build a relationship with your customers * Set a predictable rhythm of communication * Leverage your brand presence throughout everything you do |
| The market is always changing, so customers are always being offered other opportunities | Keep your customers as satisfied as possible | * Understand the customer history and be able to reference it quickly * Set and meet (or exceed) expectations * Leverage word-of-mouth to drive new business |
| It’s hard to spend time with existing customers when trying to get new ones | Build customer loyalty | * Deliver on time, every time * Go the last mile: Provide good post-sale support and communication * Set up a system to maintain contact automatically |

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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 7 Professional**](http://www.microsoft.com/windows/windows-7/) | [**Microsoft Dynamics  CRM Online**](http://crm.dynamics.com/) | [**Windows Small Business Server 2008**](http://www.microsoft.com/smallbusiness/products/server/default.aspx#Overview) | [**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. | * **Works the way you want.** You can start using your PC quickly with fast startup, shutdown, sleep, and resume from Standby. * **Get more done.** Access all your computer programs, files, and network resources. Whether at work, at home, or on the road, you can now easily connect to other networks or even other computers within your home. * **Safeguard your work.** Better protect your confidential information with powerful encryption technologies that let you encrypt your files and folders. | * **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. | * **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. | * **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. Importing contacts from Outlook and other solutions is easy, too. * **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. |

\*Microsoft Office Professional 2010 coming in 2010. For more information, see the presentation.