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| My 5th grader has a better web site than you! | | |
| 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** |
| Creating professional-looking Web sites and banners is difficult and time-consuming | Learn how it can be easy to create a customized website for your business. | * Leverage web site and e-commerce templates to get started easily * Ensure a professional look and consistent branding * Use your brand to look “bigger” than you are |
| I don’t have the specialized training required to enter the world of web marketing | Look at web marketing as part of your entire marketing program. | * Leverage your authentic voice to create a genuine-feeling, small business web presence * Use quotes from current customers to reach new customers online * Explore using search words to expand your reach |
| The market is highly competitive: How can I make the best use of my web site? | Use your existing communications stream to drive traffic to your site and augment by using search | * First launch your professional-looking web site * Incorporate your URL in everything you do * Leverage your reputation with your existing customers by featuring quotes from them on your site * Consider using the web rather than the phone as your primary means of customer contact * Then launch your search marketing program to attract customers who are already looking for your product |

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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. | | | | |
| [Windows Small Business Server 2003 R2](http://www.microsoft.com/smallbusiness/products/server/default.aspx#overview) | [**Microsoft Dynamics  CRM Online**](http://crm.dynamics.com/) | [**Microsoft Office Live**](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)** | [**Microsoft Office  Small Business 2007**](http://www.microsoft.com/smallbusiness/products/office/2007/default.aspx#overview) |
| * Get remote access to the information you need from any PC. Just log on and you can access email, internal websites, network files and business applications. * Provide one central location to store and access business information. Help your employees easily find, use and share the information they need. Integrates with Windows Mobile-based devices, too. * Automatically back up your business information. Prevent data loss and enable your employees to easily retrieve accidentally deleted files and restore previous versions. * Cost-effectively share resources. Get the most value out of your printers, fax machines and phone lines. | * **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. | * **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. |