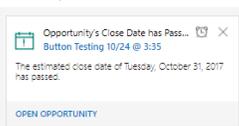


# CRM CHALLENGE

Your CRM vs.



		<u>Your CRM</u>	<u>Dynamics365</u>
	<p><b>Cloud Based—No Server Hardware? PC's AND Mac's? Desktop's OR Mobile?</b>                      Cloud based so that you don't have to worry about hardware maintenance/hassles/accessibility? Can your CRM work on ANY desktop platform or hardware device? Is mobile a second thought for your current CRM or built-into the platform's foundation?</p>	__Pt?	1 Pt
	<p><b>Gamification—Engaging, motivating, built-in sales contest tools?</b>                      Sales contest tools with ability to engage the entire sales force, not just the top producers? Creative, fun, ways to keep reps excited &amp; motivated the entire contest? Simple admin. tools? Weighted points to reward reps desired behaviors &amp; activities? Ability to stream leader &amp; smack talk boards to TV monitors?</p>	__Pt?	1 Pt
	<p><b>LinkedIn Integration—Integrated to the power of LinkedIn?</b>                      The power of LinkedIn embedded right into your CRM? Ability to send a connection request, messages, use of InMail directly from within your CRM and track those activities? Bi-directional sync between your CRM and LinkedIn keeping your CRM "clean". Leveraging of "Team" connections?</p>	__Pt?	1 Pt
	<p><b>Full Featured Mobile— Robust but simple &amp; easy to use mobile apps?</b>                      Mobile access to dashboards based on user's role/rights? Relationship Action Cards <i>proactively</i> showing the most important information/actions? Ability to move sales processes along? Collect information even while offline and automatically sync the data once back online? Highly customizable by YOUR admin?</p>	__Pt?	1 Pt
	<p><b>Dashboards—Unlimited &amp; by Role/User Rights?</b>                      Can you have as many dashboards as you want? Can you design them yourself? Can you define who can and can't see certain dashboards? Can you create dashboards for specific roles? Can you open and review the data that makes up the dashboards? Can you integrate your CRM dashboards with PowerBI?</p>	__Pt?	1 Pt
	<p><b>Artificial Intelligence (AI) - Proactive Intelligence vs. Reactive Actions?</b>                      Artificial Intelligence that can proactively decide and organize the most important things users need to do or address for the day? Then present those items in an easy to use card format via the desktop, tablet or phone? Ability to snooze cards that can wait, or click on cards that need to have take action on?</p>	__Pt?	1 Pt
	<p><b>PowerBI Integration— Powerful, interactive dashboards from any data source?</b>                      Combine data from any possible source to create unique visual representations of your data for analyzing? Create dashboards that integrate to your CRM's dashboards and can be shown to users based on roles/rights? Interact with those dashboards within your CRM?</p>	__Pt?	1 Pt

	<p><b>Sales Navigator</b>—<i>Find the right prospects/companies?</i></p> <p>Integrate to Sales Navigator and target the right people &amp; companies? Ability to use their advanced lead builder to target ideal prospects while keeping users research efforts private? Then get proactive information on those prospects &amp; companies? AND get proactive information on similar prospects/companies?</p>	<p>Your CRM</p> <p>__Pt?</p>	<p><a href="#">Dynamics365</a></p> <p><b>1 Pt</b></p>
	<p><b>PointDrive</b>— <i>Engaging proposal experience with TRACKING?</i></p> <p>Integration to PointDrive to WOW prospects with an engaging proposal experience that TRACKS if they opened it, what they reviewed, how long they spent with it AND anyone that they might have forwarded it to? Giving users valuable insight as to who else might be involved in the decision process?</p>	<p>__Pt?</p>	<p><b>1 Pt</b></p>
	<p><b>Office 365 &amp; Outlook</b>—<i>Integration &amp; simplification with tools you use now?</i></p> <p>Direct integration with Office 365 tools like Outlook, Excel, Word, SharePoint, etc...? Collect, manage &amp; analyze all of the diverse email communications throughout the sales process and <i>Auto Capture</i> to your CRM? Ability to TRACK in your CRM if your emails have been opened or not and send notifications?</p>	<p>__Pt?</p>	<p><b>1 Pt</b></p>
	<p><b>Automated Processes</b>—<i>Built-in automation tools?</i></p> <p>Built-in automation foundation providing a runtime engine, a framework, a base library of activities, and default implementations of the runtime services? Ability to create and manage your automated and interactive business processes within your CRM?</p>	<p>__Pt?</p>	<p><b>1 Pt</b></p>
	<p><b>Marketing &amp; Campaigns</b>—<i>Built-in marketing tools?</i></p> <p>Built-in marketing tools that allow you to send product offers, newsletters, event invites, thank you notes and more to targeted groups of customers/prospects? Ability to import existing lists or build your own? Then create campaigns and track the results of the related information and activities within the program?</p>	<p>__Pt?</p>	<p><b>1 Pt</b></p>
	<p><b>Insights</b>—<i>Included company, contact &amp; information?</i></p> <p>Does your CRM include real-time data on more than <b>13 million companies</b> and <b>30 million contacts</b>? Does it give you insights from 40,000+ news and social media sources? Does it allow users to sync &amp; update the CRM information with an easy, integrated, tool? Or do you still buy data lists?</p>	<p>__Pt?</p>	<p><b>1 Pt</b></p>
	<p><b>Scalable &amp; Customizable?</b></p> <p>Can your current CRM scale to handle any type of sales products or services you want to market? Can it be customized for each of those needs &amp; roles? Can you have different screens &amp; looks based on roles within your company? Can you change terminologies and field locations in your current CRM?</p>	<p>__Pt?</p>	<p><b>1 Pt</b></p>
	<p><b>Resources to keep pace</b>—<i>Are you getting left behind on your current platform?</i></p> <p>The pace of business &amp; technology is changing so fast that small, independent software platforms, are already significantly behind the major platforms and they will find it increasingly difficult to keep pace long-term. Are you on a CRM platform that can keep pace? Keeping up = <b>Microsoft Dynamics 365!</b></p>	<p>__Pt?</p>	<p><b>1 Pt</b></p>
  <p>Call: 952.736.1300 or Email: <a href="mailto:sindsoe@efalcontech.com">sindsoe@efalcontech.com</a> <a href="http://www.FalconTech365.com">www.FalconTech365.com</a></p>		<p>__Pts?</p>	<p><b><u>15 Pts</u></b></p> <p>Let us show you how a Microsoft Dynamics 365 solution can help your dealership score higher!</p>