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## CRM

1. Overview and Introduction of :-
  - a. Foundation and Architecture of CRM
  - b. Objectives of CRM
  - c. CRM for industries
  - d. CRM Sales
  - e. CRM Service
  - f. CRM Marketing
2. CRM Basic Data & Customizing Setting
  - a. Business Partner
  - b. Business Partner Categories
  - c. Number Ranges & Groupings
  - d. Organization Model
  - e. Territory Management
  - f. Product Master CRM Business Transaction
3. Opportunity Management
  - a. Define Sales Cycle
  - b. Define Phases
  - c. Define Analysis Phases
4. Status Management
5. Partner Processing / Partner Determination
6. Activity Management
7. External List Management
8. Personalized Mail / Form
9. Allocation Planning
10. Lead Management
  - a. Lead Groups
  - b. Lead Origins

## SD

- ✓ Introduction of SD
- ✓ Enterprise Structure
- ✓ Customer Master Data,
- ✓ Material Master Data
- ✓ Common Division
- ✓ Distribution Channel
- ✓ Sales Process
- ✓ Enquiry
- ✓ Quotation
- ✓ Sales Order
- ✓ Delivery
- ✓ Transfer Order
- ✓ PGI
- ✓ Billing
- ✓ Partner Functions
- ✓ Sold to Party
- ✓ Bill to Party
- ✓ Ship to Party
- ✓ Payer
- ✓ Contracts
- ✓ Value and Quantity Contracts
- ✓ Scheduling Agreement
- ✓ Sales document type
- ✓ Item Category
- ✓ Cash Sales
- ✓ Rush order
- ✓ Customer Material Inforamtion



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c. Lead Priorities

11. Architecture Landscape
12. AERP Methodology
13. Define CIC Profile and Customer Specific Workspace.
  - a. Define Front – Offsite Framework
  - b. Component Configuration
  - c. Action Box Configuration
  - d. Alert Model
  - e. Scripting
14. Marketing Planning and Campaign Management
  - a. Create attributes
  - b. Create attribute sets
  - c. Assign attribute values to B.P.
  - d. Segment Builder.
15. Field Applications (with focus on Mobile Service)
16. Basic Concepts of CRM middleware
17. Creating Product Catalog.
18. Internet Sales

**CAREERS**

- Practice Head
- Functional Consultant
- Associate Consultant
- Lead Consultant
- Techno-Functional Consultant
- SD/CRM Consultant
- Project Lead
- End – User

**INDUSTRIES**

- Construction
- Automobile
- Retail
- FMCG
- Pharma
- Hospitality
- Media
- Oil & Gas
- Telecom
- Petroleum
- Metal
- Advertising
- Information Technology
- Software
- Exports
- Sugar & Distillery
- BPO / KPO
- Financial Institutions
- And many more.....

**IMPLEMENTATION COMPANIES**

- Infosys
- HCL
- IBM
- Satyam
- Keane
- Deloitte
- Simeans
- Accenture
- Cap Gemini

**Program duration : 50 Hrs.(Theory)  
2 Months**

**Program Fee : 35000**

**Weekends or Weekdays option available.**

**Program can be extended or reduced**

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- Tech Mahindra
- Xansa
- R Systems
- NIIT Limited
- And many more.....