

December 13, 2013 - 8:30 - 10:00 am

Cercle de l'Union Interalliée, 33 Rue du Faubourg Saint-Honoré, 75008 Paris

The Club Consulting & Interim Management (CIM), chaired by Paul von Troschke (MBA 1976), invites you to a breakfast conference on :

A CRM system for better results of your sales efforts A practical example for the IT savviness of our previous event

with Thomas Cochin, Microsoft Dynamics CRM France Marketing Director (presentation in French, and discussion in French and English).

Is there any topic more important than sales ? Not in most companies, and certainly not for independent Consultants & Interim Managers. That is why we have invited Microsoft as one of the leaders in this area to talk about the solution they offer, as a first practical topic for the IT savviness which was the topic of our previous event.

The world is more and more digital, digital is more and more business ! The digital transformation, the impact of the digital megatrends or the differentiation through customer experience are changing the game and the way companies have to make business.

Microsoft will speak about the concept behind their CRM system to embrace this digital transformation, explain its logical structure and show the user interface. In addition, the possibilities of customizing it to your own needs will be discussed, and alternative ways of learning how to use it and what support is available.

Thomas Cochin, Dynamics France Marketing Director, will present the latest evolutions of Microsoft Dynamics CRM announced worldwide on November 4th.

Paul von Troschke, who has just coordinated the implementation of such a system in the context of his latest project, will add his own impressions and talk about some of the lessons learnt.

Whether you need a CRM system for your own sales efforts or those of the company you are working for - you will definitively benefit from this event.