



SAP - CRM

CRM Overview and Architecture

- Introduction and CRM Definition
- CRM Architecture Overview

CRM Fundamentals – I

- **Business Partners**
 - Business Partners Types & Roles
 - Business Partners Relationship
 - Consistent B.P. Distribution
 - Configuring Field Attributes
 - Screen Configuration using VCT
 - Additional Customizations
- **Organizational Management**
 - CRM Organizational Model and its advantages
 - Elements of the Organizational Model
 - Organizational data determination
- **Product Master**
 - Product Types & Grouping
 - Enchaining the Product Master
 - Hierarchies, categories, set types and attributes
 - Number assignments
- **Opportunity Management**
 - Overview of lead management
 - Opportunity management
 - Sales methodology in CRM Online
 - Sales life cycle and Phases
- **Activity Management**
 - Types of Activities
 - Basic Settings
 - Monitoring Activities
- **Partner Determination**
 - Partner determination in business transactions
 - Terms and concepts of partner determination
- **Sales Transactions**
 - Structure of sales transactions
 - Inquiry and quotation
 - Creating New Sales Transactions
 - Creating Follow-up sales Transactions
 - Sales order scenario CRM-R/3

CRM Fundamentals – II

- **Marketing Planning and Campaigns Management**
 - Marketing Plans, Campaigns and Promotions
 - Creating and editing Marketing projects
 - Promotion Planning and Allocation Scenarios
- **Business Partner Segmentation**
 - Creating Attributes for Business Partner Segmentation
 - Maintaining Data Sources for Segment Builder
 - Creating Samples for large target groups
 - Segment Builder
- **Personalized Forms**
 - Creating personalized e-mails
 - Creating personalized subject lines
 - Creating personalized attachments
- **Campaign Execution**
 - Execute campaigns
- **Lead Management**
 - Lead generation
 - Lead qualification

Mobile Sales & Service

- Field Sales Scenario
- Mobile Application Studio (MAS)
- Mobile System Maintenance

Internet Sales

- Product catalogue
- Product proposal
- IPC

Territory Management
Pricing
Billing

Middle Ware

Overview of CIC