



Customer Success with Microsoft Dynamics Sure Step

Chandru Shankar, Vincent Bellefroid, Nilesh Thakkar

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In Detail

Sure Step is a full lifecycle methodology to help you envision and deliver your Microsoft Dynamics solutions portfolio. Maximize your Microsoft Dynamics investments and increase your efficiency to select, sell, deliver, operate, and support your solution.

"Customer Success with Microsoft Dynamics Sure Step" explains the architecture and content elements of the Sure Step methodology, enabling you to successfully envision and deliver your Microsoft Dynamics AX, CRM, GP, NAV, and SL solutions. Learn solution selling techniques and implementation lessons to successfully engage with and foster customers for life.

If you are an experienced practitioner but new to the Microsoft Dynamics space, or just getting into ERP/CRM solutions, "Customer Success with Microsoft Dynamics Sure Step" will arm you with resources to deliver business solutions that meet or exceed the expectations of your customers.

Approach

"Customer Success with Microsoft Dynamics Sure Step" is a focused tutorial of Microsoft Dynamics solution envisioning and delivery, rather than a step-by-step guide into project management. It will equip you with the tactics required to plan, align, and orchestrate your solution selling activities, as well as help you to be efficient, proactive, goal driven, and flexible in your Microsoft Dynamics engagements.

Who this book is for

If you are involved in one or more of the roles stated below, then this book is for you:

- If you are a Project Manager, Engagement Manager, Solution Architect, or Consultant involved in delivering Microsoft Dynamics solutions, this book will teach you how you can improve the quality of your implementation with a consistent, repeatable process.
- If you are a Customer Project Manager, Subject Matter Expert, Key User, or End User involved in selecting the right business solution for your organization and delivering the Microsoft Dynamics solution, this book will help you determine how the method facilitates the delivery of a solution that is aligned to your vision.
- If you are a Sales Executive, Services Sales Executive, Technical Sales Specialist, Pre-Sales Consultant, or Engagement Manager involved in the sales of Microsoft Dynamics solutions, this book will help you to understand how you can accelerate your sales cycle and bring it to a close.
- If you are the Customer Decision Maker, CxO, Buyer, or Project Manager who participates in the selection process for your business solution needs, this book will show you how to determine how this process can help your due diligence exercise and set the stage for a quality implementation of the solution.
- If you are a Change Management expert, this book will enable you to learn how you can help the customer manage organizational change during the business solution delivery process, and/or help solution providers

adopt a process for selling and delivering solutions.

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Jessica Ball:

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