

Training 4 Microsoft CRM

UK's Only Dedicated Microsoft CRM Training Provider



Why choose Training 4 Microsoft CRM for your
Tailored/Onsite Microsoft CRM Training?



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Who are Training 4 Microsoft CRM Ltd?

Training 4 Microsoft CRM was formed by the core CRM trainers and experts from F1 Computing when the F1 brand and business was sold to another company in January 2015. We felt that Microsoft CRM needs the expertise that can only be offered by a dedicated CRM training provider.

Now Microsoft CRM is becoming such a large ecosystem with acquisitions including Social Engagement, Marketing, Parature and more, you really need a focused and highly skilled training provider to help you get the very best out of the CRM stack.

Are all of your team experienced in CRM?

Definitely. In fact all of our staff have passed the two core Application and Customisation Microsoft Certified Professional exams so are highly qualified to give you the best advice on all things CRM!

Our Ethos

We believe that no Microsoft product has the ability to transform *the efficiency and effectiveness of all types of business and organisations as Microsoft Dynamics CRM.*

If you know how to use it!

T4CRM was formed around the philosophy that, to truly make the most of your CRM System, *nothing beats the value, flexibility and empowerment of face to face training with a Master in their field.*

That's why T4CRM only employs senior qualified Microsoft Certified Trainers with practical experience of CRM in a business environment.

Our goal is to provide the very best training services for Microsoft Dynamics CRM, Marketing and Social Engagement products and services!

Quality guaranteed – ISO 9001

In January 2016, Training 4 Microsoft CRM Ltd completed its first ISO 9001 audit and has met the quality standard for courseware utilization, trainer certification, hardware, facilities, and customer satisfaction.

Why choose Training 4 Microsoft CRM for your tailored/Onsite CRM courses?

We have proven time again to be the most effective, reliable and professional CRM training service around, while at the same time are still highly competitive for each and every one of our courses and training services.

As well as being CRM training and consultancy experts, all our trainers have a minimum of ten years' experience helping, training and coaching both teams and individuals to feel empowered and re-energised to make the most out of their CRM system and become significantly more productive and efficient.

What benefits and options do you have when you choose us for your tailored/onsite course?

1. You can choose any training modules from the full range of our in-house developed course library, containing the most complete and up-to-date Microsoft CRM courseware available.
2. Training can be delivered using CRM Online or, if you prefer, via 'Hyper-V based' on premise course images. We can even import a copy of your own CRM solution into Hyper-V or use your own developer sandbox copy of your live system.
3. We can deliver courses using either our out-of-the-box CRM course content or you can choose to adapt the content to match your own Tailored CRM solution.
4. If required, we can provide fully configured high-specification laptops for each course.
5. Optionally, if required we can perform a full **Training Needs Analysis** (TNA) for the different teams in your organisation and we can then construct different courses tuned to each of your teams.
6. If required, we can include **motivational coaching** for your teams to ensure they are inspired to get the best out of your CRM system as a result of their training course.
7. We provide management analysis reports based upon all of feedback forms filled in by each of the delegates.
8. Finally, you will enjoy the confidence from having chosen **Training 4 Microsoft CRM Ltd**, the only **ISO 9001** quality dedicated training company in UK teaching Microsoft CRM courses.

What is included in all of our courses?

1. Printed tailored course manuals for each of your delegates
2. Course completion certificates for each delegate.
3. Free course re-sits for your delegates on the closest match to our scheduled courses over the following 12 months.

What is the typical project plan for our tailored/onsite courses?

While we will of course adapt to your preferred project plan and procedures where ever possible, below is a templated plan for tailored/onsite courses based upon our 15 years' plus experience.

1. Initial management meeting to agree on Customer/Supplier match, overall business objectives, timescales, pricing model and payment plan.
2. Senior trainer booked for 1-3 days to obtain knowledge of your specific tailored solution and conduct a Training Needs Analysis to produce a formal Training Proposal.
3. Customer feedback and revisions made to the Training Proposal.
4. Training Proposal agreed and signed off.
5. Tailored courses developed to your specification.
6. 1st delivery of each tailored course.
7. Feedback analysis and review and, if needed, revisions made to each type of course.
8. Remaining courses delivered.
9. Final Project review, and the Training Contact sign off as completed.

FAQ – Why is learning the Latest Version of CRM so important?

Q1 - What is the latest version of CRM?

Microsoft Dynamics CRM 2016 was released on November 30th. Training 4 Microsoft CRM are the first and currently only training provider to have CRM 2016 training materials.

Q2 - Why is it so important to learn the latest version of CRM?

If you are not learning the latest version, you are missing out the major investments made by Microsoft in multiple new productivity features.

Other training companies teach you how to use the older CRM software, rather than learn the latest version of Microsoft CRM.

It should also be noted that from 2015 onwards, Microsoft CRM is being updated every six months with new and important features!

FYI The next update to CRM is the Spring Update 1 expected in May 2016.

Q3 - Aren't all suppliers delivering the same Microsoft CRM courses?

Definitely not!

In 2014 Microsoft Dynamics made the decision to no longer release Microsoft Official Curriculum courseware for future versions of CRM.

Only Training 4 Microsoft CRM in the UK is investing the significant time and effort needed to develop the complete range of Microsoft CRM training materials, helping businesses and organisations realise their CRM potential without having to rely and spend on external CRM consultants.

We are committed to teaching the very latest version of Microsoft Dynamics CRM within 2 weeks of its release. Courses are taught using both the newest version of CRM Software, and our own unique courseware.

Compare this to our competitors who, without exception, are still teaching using a version of CRM and related courseware that can be up to 18 months out of date!

Q4 - How can I ensure I get the best out of my training?

The only way to be sure is to choose Training 4 Microsoft CRM and get the most up to date and comprehensive learning experience available!

Key points to note when choosing a CRM training provider

The latest version of CRM training and certification

Your team will learn to take full advantage of the ever increasing feature set of each release of CRM which will **enable your team and organisation to become more efficient and effective each and every year.**

Don't settle for the same old training supplier who are using old and out of date training material, make sure you learn for the present and the future not for the past.

Microsoft themselves choose us!

We have trained dozens of Microsoft UK people this year alone and, in fact, our lead trainer skilled up the entire Microsoft European CRM sales support team a few years ago!

Maximum of 6 delegates per class

Your team will receive far more personalised learning than any other training company in the UK with our guaranteed **Maximum of 6 delegates per class** (compared to 24 plus students on some of our competitor's courses).

Our small classes gives your team the opportunity to ask questions about your own CRM configuration and explore best practice options for improving your CRM system.

We offer far more CRM courses than any other training provider in the UK

We have our own dedicated team of technical writers working hard to give you courses to cover every aspect of the CRM stack.

Your team can pick the training courses that are tuned for your own organisation's requirements.

We are No.1 for Microsoft CRM Certification!

Due to our dedication and focus we are able to produce world class CRM Certification all-in-one boot camps which include:

- Class sizes limited to just four delegates to ensure everyone receives the most personal coaching experience.
- Unlimited exam coaching both face to face and via Skype remote coaching sessions focusing on the areas you need to improve to pass the exams.
- Exam testing in situ and on demand so you can take and retake exams until you pass.
- Unlimited access to repeat the course or any part of it in the future to refresh your skills.
- Large discounts on our Upgrade Your Skills & Certification courses and coaching sessions whenever a new version of CRM comes out.
- We are so dedicated to CRM that **every one of our staff has now passed the two core Microsoft CRM exams!**
- The results speak for themselves: 100% pass rate for CRM Applications MB2-704 exam and 85% pass rate (and rising!) for Customisation and Configuration MB2-707 exam.

Our own unique and comprehensive [Learning Paths](#)

Enables your team to obtain the skills they need to become experts in their field.

We are the only company to offer these paths tuned to your job roles.

Training 4 Microsoft CRM Customer Feedback and Case Studies

Customer feedback and comments in recent months

Elfed Jenkins - *"Very satisfied - would recommend..."*

Helen Oliver - *"Friendly, Approachable, Not rushed"*

Debbie Wyatt - *"Good Content, Raises lots more questions."*

Merlin Nash - *"Very satisfied - best CRM course I've sat on."*

Adrian Bagnall *"Hi Margery, Please find enclosed flowers for all the extra hard work you are putting in to help me pass my CRM exams."*

Case Study: Whistl (formally TNT Post UK)

Whistl contacted Training 4 Microsoft CRM in the autumn of 2015 with a request to provide tailored training courses for both their managers and staff, as well as CRM developer courses for their IT team.

After initial planning meetings, one of our senior trainers was commissioned to develop the courses tuned the Whistl's specific requirements.

One particular requirement was to break each course down into separate small 1-3 hour sessions to accommodate different job functions.

Due to Training 4 Microsoft CRM's highly dynamic and adaptive nature, the training was a resounding success and allowed the Whistl to make much more effective use of their CRM system.

Paul Baker - Head of Sales Performance said: *'Excellent Training – [The trainer] was extremely knowledgeable and allowed the training and various modules to flow including our various business process discussions whilst keeping on track with content.'*

Rui Leitão - Solutions Architect said: *'Very professional and with strong practical knowledge', 'very satisfied'. 'excellent, personal and professional'*

Parag Bhambure - CRM Technical Lead said *'very pleased', 'very effective and good knowledge', 'Very satisfied'*

Case Study: Microsoft + Birmingham City University –2015

Microsoft UK approached Training 4 Microsoft CRM in the spring of 2015 with a request to provide a certification boot camp for up to 40 of Birmingham City University final year students.

While the students has covered some aspects of Microsoft CRM on their academic curriculum, Microsoft felt that it would be worth investigating if we could help better position students for recruitment by CRM partners and organisations.

Microsoft choose Training 4 Microsoft CRM due to our track record of training Microsoft UK personnel over the past several years and the fact that we were the only partner to have the latest curriculum and courses for the newest version of Microsoft CRM – Spring Update 1.

Due to restricted budgets and timescales, it was not possible for Training 4 Microsoft CRM to provide our normal post course exam coaching sessions over the coming weeks.

We were also required to teach all 40 students at the same time in an auditorium environment, meaning it was not practical for the trainer, Margery Fawcett to visit individual students to help them with their labs which we normally do in our classes (normally restricted to a maximum of six students.)

That being said, the feedback from both the students, their tutors and Microsoft UK was that the course was of great benefit in helping all the students become much more familiar with CRM and help them prepare for passing their CRM exams in due course.

Quotes from Microsoft and students include:

Richard Wilkinson of Birmingham City University - *“The feedback we are getting to date has been very good and all students are happy.”*

Sam Garrett of Microsoft UK - *“Fantastic to be including the Spring update 1 content – thank you for this.”*

Case Study: Training of thirty of Microsoft’s European CRM Presales Support (Rainmaker) Team – 2011

When Microsoft CRM 2011 was getting ready to be launched for the first time in a CRM Online cloud environment in Europe, Middle East and Africa (EMEA) Microsoft called upon our expertise to rapidly help skill us their presales Support team and enable them to be first line contact for all trials by Microsoft CRM customers.

This was a challenging requirement given the short time scale and the need to teach the course to over forty of the ‘Rainmaker’ sales team, of which for some 25 of them, English was their second or third language.

Due to the urgency we had to defer other projects and pull out all the stops to rapidly complete the courseware which had to be customised to Microsoft’s specific requirements.

As a result of this, Microsoft paid us the premium price of very nearly £7000 per day for one of our senior trainers Margery Fawcett to deliver the training course for their team.

Quotes from Microsoft team include:

Ryan Cross Rainmaker Online Sales Manager: *“We worked with Margery and her team at very short notice, needing an intensive 2 day training course for a 30 strong team. Given the short notice, and the size of the audience, the training was extensive, in depth, whilst fitting it in to real-world situations. I would highly recommend them in the future.”*

Marie Abery Microsoft Inside Sales Strategy Lead for Dynamics: *“Margery, Thanks so much for your time with the Rainmaker team over the past 2 days. It has been invaluable and you have coped admirably with such a large group.”*

Gustaf Shalin Online Success Manager *“I have come a long way since you were here, but in all honesty; it is all due to your training and the material you left us.”*