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Exam : 646-096

**Title : CRM Express for Account
Managers**

Version : DEMO

1.Select two key benefits of Microsoft CRM versus other CRM products. (Choose two.)

- A.works with Unix-based clients
- B.fully integrated with Microsoft Office and Outlook
- C.offers a complete Microsoft Back office solution (end-to-end)
- D.works with existing I-Mac clients

Correct:B C

2.Select two key benefits of Microsoft CRM. (Choose two.)

- A.can be customized to customer's business quickly
- B.automatically routes calls over the internet
- Ccreates pay roll checks
- D.works within Microsoft Outlook for easy use

Correct:A D

3.What type of customer should you pinpoint in your selling efforts? (Choose three.)

- A.the customer with Microsoft CRM deployed looking for a new telephony solution
- B.the large enterprise customers with more then 150 users per location
- C.the customer who just purchased a non-Cisco telephony solution
- D.the customer who does not use PC technology
- E.the customer with Cisco IP Communications Solution looking for a CRM Solution
- F.the customer who wants to improve the customer service provided to customers

Correct:A E F

4.Which three key CRM features are used by the sales organization? (Choose three.)

- A.opportunity management
- B.contract management
- C.quotes and orders
- D.account and contact management
- E.searchable knowledge base
- F.case management

Correct:A C D

5.Select two key CRM features used in customer service. (Choose two.)

- A.opportunity management
- B.service requests
- C.competitor tracking
- D.e-mail management

Correct:B D