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Nota di contenuto	Cover; Copyright; Credits; Foreword; About the Authors; Acknowledgement; Acknowledgement; About the Reviewers; www. PacktPub.com; Table of Contents; Preface; Chapter 1: Background and Concepts; The business solutions market; The importance of a methodology; Why it is critical to have a solid approach for selecting and deploying ERP/CRM solutions; What is Microsoft Dynamics Sure Step?; Microsoft Dynamics overview; What is a project?; Implementing the solution; ERP and CRM implementations-facts and figures; Summary; References; Chapter 2: Solution Selling and Driving Due Diligence Driving value for the customer and the solution providerValue realization and measurement; What it means to be solution centric; Solution selling concepts; Solution selling-buyer's perspective; Building the trust; Building the vision; When to discuss feature/functionality or demo the solution; Staying aligned with the buyer; Vision processing-

creation and reengineering; The Microsoft Solution Selling Process; Summary; References; Chapter 3: Managing Projects; About projects and project management; Myths and resistance; Is project management overhead? Is project management an obstacle to flexibility? Is project management unsalable?; Why project management?; The alternative; Using our own methodology; Why quality-driven companies prefer project management; The four pillars of project success; Communication matters; Rule number 1: Communication requires interaction; Rule number 2: E-mail does not equal project communication; Rule number 3: Be brief; Rule number 4: Set clear expectations; Proactive attitude makes the difference; Rule number 1: Look ahead and prevent; Rule number 2: Proactive power requires interaction Rule number 3: Measure for early warning signals Creating a guiding project culture; The importance of closure; Project management essentials; The project lifecycle and phases; What is a phase?; Respect the phase-based approach; Project management processes; Break it up!; From estimate to follow up; The WBS as estimation instrument; Follow up based on WBS; The WBS as central concept; Project management adoption; The tireless quest for the perfect espresso; Embracing change; The indispensable organizational benefits; A core competency for your company; Profitable projects Satisfied customers and happy employees Summary; References; Chapter 4: Selling with Sure Step; The Sure Step Diagnostic phase; The concept of Decision Accelerator (DA) Offerings; A repeatable process for the sales teams; Starting the discovery process with solution positioning; The first step to envisioning the future state; Identifying the right solution; Determining the infrastructure implications; Estimating the delivery costs, approach, plans, and roles; Reducing the risk perception; Estimating the Return on Investment (ROI); Developing the project charter; Closing the sales cycle Initiating the delivery cycle

Sommario/riassunto

The smart guide to the successful delivery of Microsoft Dynamics Business Solutions using Microsoft Dynamics Sure Step 2010 with this book and eBook
