

SAP CRM Training

SAP CRM training course content

Overview:

- SAP CRM - Architecture Overview
- ASAP Methodology
- CRM Framework Overview

Base Customization:

- Business Partner Role
- Organization Management
- Territory Management
- Products
- Transaction
- Partner Processing
- Activity Management
- Screen Configuration

SAP CRM – Marketing:

- Marketing Concept Overview
- Objectives & Tasks
- Marketing Planning
- Marketing Elements
- Campaign Management [Plan & Elements]
- Campaign Execution
- Lead Management
- BP Segmentation
- External List Management
- Personal Mail Form

SAP CRM – Sales:

- Sales Life Cycle
- Closed loop interaction cycle
- Sales Order Scenario between CRM <=> R/3

- Opportunity Management
- Sales Scenarios
- SAP CRM – Service
- Service Overview
- Types of Services [Customer, Technical, Professional, Financial]
- I Base Management
- Service organization
- Service Orders
- CRM Analytics

SAP Middleware [Basic Concept]:

- Middleware Overview
- Middleware Adapters
- RFC concept
- B-Docs Concepts
- Initial Download Concepts

**Course Duration: Regular: 45 days/
Weekend: 6 to 7 Weekends**

SAP CRM trainer Profile

- More than 10+ Years of experience in SAP CRM
- worked on 2 realtime SAP CRM projects
- Working in a MNC company in Pune
- Trained 30+ Students so far.
- Strong Theoretical & Practical Knowledge
- SAP CRM certified Professionals