



BB2e \ BeInventiv - CRM User Group Seminar Announcement

BB2e \ BeInventiv is a leading Colorado regional integrated marketing and sales solutions firm, offering Customer Relationship Management (CRM), Contact Center and Collaboration (SharePoint) services to drive profitable growth for your business!

We are pleased to be able to offer this seminar and resources with our Partners



Customizing Microsoft CRM and Share Point for your Sales and Marketing Success - Workshop

September 21, 2011 4pm – 6pm, IHS Offices - Englewood, CO
312 Inverness Way South, Room West-3, Englewood, CO 80112 (303) 397-2344

Sign-up - [CRM Users Group Denver Regional Chapter - September 21, 2011 meeting](#)

CRM Users Group of Denver Regional Chapter will be presenting a workshop reviewing processes and workflows to optimize sales and marketing operations.

Balancing effective operational and management processes with sales person adoption of CRM tools has always been a difficult challenge. Workflows effectively integrated with Microsoft Outlook email, calendar and tasks can meet a sales person where they live and are most productive.

This presentation will provide you with the approaches to building a 'sale and marketing machine' which can internally fuel the growth of your business.

Take away -

- 1) Developing an appropriate Marketing and Sales Process
- 2) Utilizing CRM and Share Point to manage these processes with workflows
- 3) Enhancing sales person adoption of CRM with Outlook integration
- 4) Leveraging Microsoft Outlook as the central point of communication and management

Expert Speaker -

Barrett Blank – President, BB2e \ BeInventiv

Barrett's years of experience in Business Development and Sales Consulting have led to a proven track record of success growing organizations. This is why many have come to seek out and consult with him about how to improve their own and marketing and sales organizations. His deep understanding of how to leverage technology to enhance organizations marketing, sales and service efforts leads to a pattern of success. Barrett is responsible for all business development activities for BB2e \ BeInventiv as well as consulting on sales and marketing execution and strategy. barrett@beinventiv.com (303) 748 - 1044

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Additional Contact Information -
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BB2e \ BeInventiv is your resource for Marketing and Sales excellence.
Our integrated (CRM) Customer Relationship Management and SharePoint solutions drive your sales and growth to the next level!



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