Introduction to sales in Dynamics 365 (AB-6003)

Cursusduur: 1 Dag **Cursuscode: M-AB6003** **Trainingsmethode: Maatwerk**

Beschrijving:

Enhance and automate business processes using customer engagement apps for Dynamics 365, while incorporating native interconnectivity with Microsoft 365.
This course introduces learners to modern Microsoft Business Applications capabilities, focusing on how to design, configure, and optimize solutions that integrate Dynamics 365, Power Platform, and AI-driven services. The course emphasizes real-world scenarios, enabling participants to translate business requirements into scalable, secure, and efficient application solutions while leveraging automation, data insights, and low-code tools to drive digital transformation.

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Maatwerk

Global Knowledge biedt zowel standaard- als maatwerkcursussen die zijn afgestemd op uw wensen en die als besloten cursus op uw eigen locatie of onze locatie gevolgd kunnen worden.

Doelgroep:

This course is designed for professionals who aim to enhance and automate business processes using Dynamics 365 customer engagement apps, while leveraging native interconnectivity with Microsoft 365. It is ideal for those looking to unify profiles, create personalized customer journeys with AI-assisted Dynamics 365 Customer Insights, and improve selling efficiency through AI-driven Sales features.

Doelstelling:

- **By the end of this course, learners will be able to:**
- Describe the core sales capabilities of Dynamics 365 Sales and how they support customer engagement and revenue growth.
- Navigate and utilize Dynamics 365 Sales features to manage leads, opportunities, accounts, and customer relationships.
- Leverage AI-powered insights and automation to improve sales productivity and decision-making.
- Understand how Dynamics 365 Sales integrates with Microsoft 365, Power Platform, and other Dynamics 365 applications.
- Identify opportunities to streamline and automate sales processes using low-code and workflow automation tools.
- Apply Dynamics 365 Sales capabilities to real-world business scenarios to enhance customer engagement and selling effectiveness.
- Recognize how customer data, insights, and analytics can be used to support personalized sales strategies and business outcomes. Based on the course overview, the course focuses on designing, configuring, and optimizing solutions across Dynamics 365, Power Platform, and AI-driven services to drive digital transformation.

Vereiste kennis en vaardigheden:

This introductory course is suitable for professionals interested in Dynamics 365 Sales, customer engagement applications, and Microsoft Business Applications solutions.

Examens en certificering

AB-6005 – Introduction to Customer Experience in Dynamics 365

- Expands on customer engagement, customer journeys, and Dynamics 365 Customer Insights.

AB-6004 – Introduction to Service in Dynamics 365

- Focuses on customer service, case management, and support operations within Dynamics 365.

PL-900 – Microsoft Power Platform Fundamentals

- Provides a broader understanding of Power Apps, Power Automate, Power BI, and Power Pages.

MB-210 – Microsoft Dynamics 365 Sales

- Role-based training for sales professionals who want hands-on skills in Dynamics 365 Sales.

MB-280 – Microsoft Dynamics 365 Customer Experience Analyst

- Explores customer insights, segmentation, and customer experience optimisation.

MB-260 – Microsoft Customer Data Platform Specialist

- Covers customer data unification and analytics using Dynamics 365 Customer Insights.

AI-3025 / Microsoft Copilot for Sales-related courses

- Helps learners leverage Microsoft Copilot and AI capabilities to improve sales productivity.

Vervolgcursussen:

None

Cursusinhoud:

Module 1: Introduction to sales in Dynamics 365

- Describe the foundations of Dynamics 365 customer engagement apps
- Explore lead generation in Dynamics 365
- Explore lead qualification in Dynamics 365
- Identify customer needs and explore relationships in Dynamics 365
- Explore how to negotiate deal terms and address objections in Dynamics 365 Sales
- Describe how to close customer deals in Dynamics 365
- Describe sales account management in Dynamics 365
- Explore forecasting, pipeline management, and analytics in Dynamics 365 Sales
- Describe shared capabilities in Dynamics 365 customer engagement apps

Extra informatie:

None

Nadere informatie:

Neem voor nadere informatie of boekingen contact op met onze Customer Service Desk 030 - 60 89 444

info@globalknowledge.nl

www.globalknowledge.com/nl-nl/

Iepenhoeve 5, 3438 MR Nieuwegein