

Microsoft Dynamics 365 Fundamentals (CRM) Corporate Training

Empower Your Teams To Streamline
Business Processes And Optimize
Customer Engagement



The Customer Experience Transformation



Fragmented Operations

Siloed customer data, manual sales tracking, and disconnected service channels hindering enterprise growth.



Expert-Led Dynamics 365 Training

Intensive capability building in CRM navigation, data management, and process automation.



Centralized Optimization

Automated marketing, personalized customer journeys, and data-driven revenue generation.

Program Specifications



Duration

24 - 32 Hours



Format

**Instructor-Led
Group Training**



Modality

**Virtual, On-Site, Or
Off-Site**



Scale

**10,000+ Trainers
Globally**



Credential

**Official Certificate Of
Completion**

The Capability Activation Curve



Prerequisite Knowledge

Basic understanding of customer engagement, business operations, and cloud computing.



Core Navigation & Data

Mastery of Dataverse, custom dashboards, and fundamental CRM operations.



Process Automation

Designing automated marketing journeys and streamlining sales workflows.



Strategic Business Impact

Optimizing field service, integrating omnichannel support, and driving team excellence.

Phased Learning Framework

Phase 1: Foundation & Operations

Modules:

- CRM Basics
- Platform Operations
- Customer Insights

Establishing core
Dataverse architecture
architecture and basic
navigation techniques.



Phase 2: Sales & Service Excellence

Modules:

- Sales Essentials
- Advanced Sales
- Customer Service

Managing the case lifecycle,
pipeline forecasting, and
process flows.



Phase 3: Advanced Field Management

Modules:

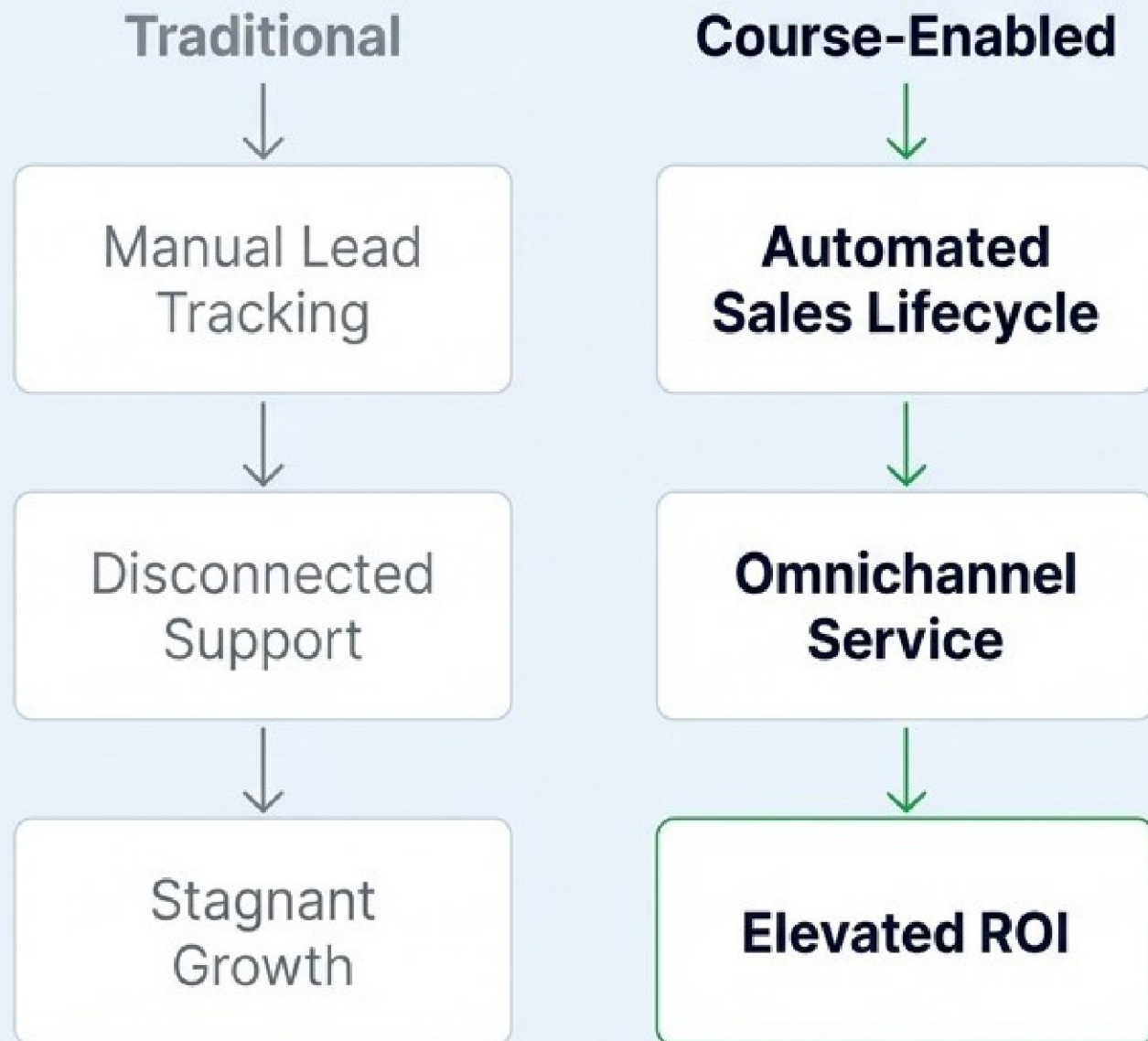
- Advanced Tools
- Field Operations
- Resource Scheduling

Optimizing mobile
capabilities, asset tracking,
and omnichannel
deployment.

Activating Core Architecture



Engineering Sales & Service Excellence



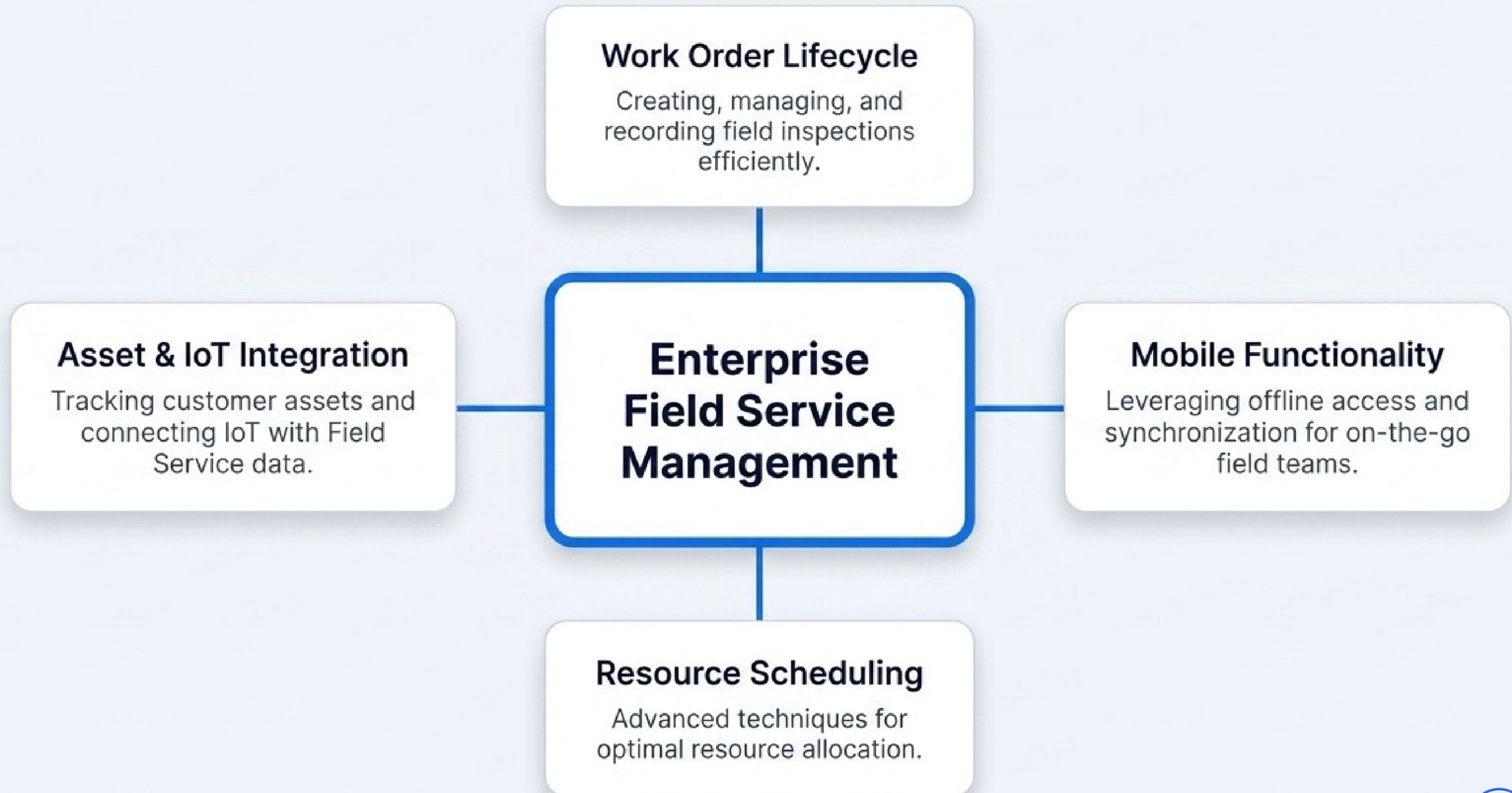
1. Lead Qualification Strategies

2. Sales Pipeline Forecasting

3. Case Lifecycle Management

4. Knowledge Base Utilization

Optimizing Enterprise Field Operations



Organizational Capability Alignment

Target Role	Core Operational Challenge	Training Outcome
CRM Administrators & IT	Fragmented Platform Integration	Seamless Power Platform Operations
Sales & Marketing Managers	Inefficient Lead Conversion	Automated Customer Journeys & Forecasting
Customer Service Managers	Delayed Case Resolution	Optimized SLAs & Knowledge Management

The Talent Transformation Engine



Target Audience Alignment



Technical Administration

CRM Administrators, Systems Administrators, Application Developers.

Operational Leadership

Sales Managers, Customer Service Managers, Marketing Managers, IT Managers.

Strategic Analysis

Business Analysts, Business Intelligence Analysts, Solution Architects.

Frictionless Enterprise Delivery



Virtual Live

- Scale seamlessly to large groups
- Eliminate travel dependencies
- Maintain engagement via interactive tools



On-Site Face To Face

- Immersive hands-on practice
- Tailored workplace setup
- Direct expert access to clarify concepts



Off-Site Face To Face

- Uninterrupted focus for retention
- Built-in team bonding
- High organizational commitment signaling

Proof of Impact

“The Microsoft Dynamics 365 Fundamentals (CRM) training exceeded my expectations in every way. As a Dynamics 365 Consultant, I gained comprehensive knowledge of industry best practices that transformed my incredibly practical and immediately applicable. I’ve confidently led multiple high-visibility initiatives... The instructor’s expertise in interactive labs made complex concepts crystal clear and actionable.”

Michelle Palmer

Dynamics 365 Consultant

Customer Data Platform Company

Borderless Deployment Capability

A light blue world map is visible in the background, showing the outlines of continents and countries.

Delivery Footprint

100+ Countries

Standardized content and consistent outcomes across diverse global workspaces.

Multilingual Support

10+ Languages

Including English, Español, 普通话, Deutsch, Français, and 日本語.

Initiate Your Team Transformation



Get a proposal shaped to your specific team requirements and scale.

edstellar.com
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