

## SAP CRM Consultant – Course Content

– 50 hours

### **SAP CRM Functional** Course Curriculum:

#### **Overview of the CRM Solution: SAP CRM**

##### **1. Introduction to:**

- Fundamentals and architecture of SAP CRM
- SAP CRM Marketing
- SAP CRM Sales
- SAP CRM Service
- Implementation & operation of SAP CRM

##### **2. CRM Base Customization: CR 100**

###### CRM basic data:

- Account Management
- Organizational model
- Product master
- Customizing settings for each object

###### CRM business transactions

- Overview of generic functions in business transactions
- Activity management
- Customizing for these objects

###### Process control and determination

- Partner determination
- Actions
- Overview of pricing in CRM

###### CRM billing

- Basics concepts of CRM middleware
- Introduction to the CRM WebClient User Interface

##### **3. CRM Marketing : CR 600**

###### Overview of marketing management in SAP CRM

- Marketing Plans and campaign management
- Working with marketing projects
- Preparation and Execution of campaigns

###### Segmenting business partners

- Marketing attributes
- Graphical Modeler
- Creating profiles and target groups

###### Personalized mail forms

- Creating personalized e-mails

###### Marketing Product Proposals

###### Lead Management and Surveys

- Campaign automation
- External List Management
- Special Functions and Features in campaign management
- Coupons

**4.CRM Sales: CR 300**

- Opportunity management and Pipeline Performance Management
- Copying control
- Quotation management
- Order management
- Special functions in quotation and order management
- Pricing in SAP CRM Sales
- Contract management
- Rebate processing
- Activity management in SAP CRM Sales
- Visit planning
- Territory management

**5.CRM Service : CR 700**

- Maintenance of technical objects
  - Installed base management
  - Individual objects
- Service contract processing
  - Service agreements
  - Service contracts
  - Service plans
- Service order processing
  - Resource planning
  - Service confirmation
  - Service billing
  - ERP Integration
- Complaints and returns processing
  - Complaints and returns
  - In-house repair processing
- IT Service Management

Contact us for the SAP CRM Functional Self Learning Video's at  
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