



## Training Course Overview

### Course Objectives:

Attendees will gain the knowledge to produce a mailshot from their CRM Database. In addition examples of the more advanced Ad Hoc queries and reporting features used when producing a mailshot will be discussed.

### Who should attend?

Personnel who are responsible for marketing duties within a dealership, and/or who use, manage and maintain the CRM database.

### Prerequisites

Attendees must have keyboard/mouse skills.

### Programme

- Introduction to Campaigns
- Creation of contact type codes
- Composing the mailshot letter
- Advanced Ad-hoc record selection
- Manipulation of customer records before sending
- Different methods of printing letters
- The creation of contact history from the mailshot
- Dealing with duplicate letters
- Sending labels
- E-mail and SMS campaigns
- Exporting CRM records for use within Microsoft Products

### Duration

1 Day

Please visit our website or call the ADP Training department on 01635 214460 for further information or to book you place on the next available course.