



Building relationships with people by using Customer Relationship Management (CRM) Software

The first of four workshops in our Technology Series
(See reverse side for additional Technology Series workshops)

Companies that use a CRM typically benefit from a 37% increase in sales. By tapping into the features of a cloud-based program, businesses are able to streamline their sales and customer service process, leaving more time and mental capacity to focus on business development.

Benefits of effective CRM:

- » Increase leads
- » Close more deals, faster
- » Drive customer loyalty and satisfaction
- » Organize and automate tasks and reminders
- » Implement sales tracking and follow-up
- » Learn to work smarter



With mobile access, associates will have real-time access to a central data system that contains information on existing customers, prospects, and leads that are stored on a single, secure, online platform.

Implementation and utilization of CRM technology allow you to build strong relationships across all your marketing channels; including social media, web, email, and customer call centers. Take advantage of technology and re-engage with existing customers, attract new ones, and accelerate business growth.

Friday, December 14
1 – 5 p.m.

Fee & Location:

\$60 each or \$200 for all four
technology workshops

Daytona State College,
Building 150, Room 312
1200 W. International Speedway Blvd.,
Daytona Beach

Register Today!

To register, contact Joanne Parker
at (386) 506-4224 or
Joanne.Parker@DaytonaState.edu.

We accept checks, credit cards
(MasterCard, VISA), purchase orders
of company billing for payment.

Center for
Business & Industry
www.theCBI.com



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This four-workshop series will teach you how to maximize your time and productivity by implementing and utilizing the latest and greatest technologies in your business.



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1200 W. International Speedway Blvd., Daytona Beach

Technology Series

Customer Relationship Management (CRM) software
Friday, December 14, 1 – 5 p.m.

Modern Workplace - Go Paperless and Cloud-based
Tuesday, January 15, 8:30 a.m. – 12:30 p.m.

Maximizing Mobile Devices
Tuesday, February 12, 8:30 a.m. – 12:30 p.m.

Microsoft 365/Google App Usage and Implementation in the Workplace
Tuesday, March 5, 8:30 a.m. – 12:30 p.m.



About Your Instructors:

Heather Severino is an innovative, passionate, globally recognized expert trainer with over 23 years of experience in the technology and learning industry. Her background includes government, corporate, sports and media technology. Heather helps individuals and organizations learn how to maximize productivity in the modern workplace by sharing real-world experience and knowledge of software applications.

She has been Microsoft Certified since 2006, and became a Microsoft Certified Trainer (MCT) in 2011. In 2012, Microsoft appointed her an MCT Regional Lead for the United States, and she is currently one of approximately 115 MCT Regional Leads worldwide mentoring other MCTs. In 2017, Microsoft honored her with the distinguished award as a Most Valuable Professional (MVP) for the OneNote technology. She also became a Microsoft Innovative Educator and Microsoft OneDrive Expert (MODE) in 2017.

Sean Donovan is an “authorpreneur” who relies heavily on technology to run his author services business. By training his clients to use mobile, cloud-based, and paperless technologies, Sean has been able to facilitate the creation of dozens of published books from the comfort of his living room, or while sailing the high seas. Sean’s mission is to help other businesses tap into technology to save time, effort and money while increasing productivity and profitability.



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