



Why choose Training 4 Dynamics 365 & CRM for your Training & Certification?





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Who are Training 4 Dynamics 365 & CRM?

Training 4 Dynamics 365 & CRM was formed by the core CRM trainers and experts from F1 Computing when the F1 brand and business was sold to another company in January 2015. We felt that Dynamics 365 & CRM needs the expertise that can only be offered by a dedicated CRM training provider.

Now Dynamics 365 & CRM is becoming such a large ecosystem with acquisitions including Social Engagement, Marketing, Parature and more, you really need a focused and highly skilled training provider to help you get the very best out of the CRM stack.

Are all your team experienced in Dynamics 365 & CRM?

Definitely. In fact, all our staff have passed the two core Application and Customisation Microsoft Certified Professional exams, so are highly qualified to give you the best advice on all things Dynamics 365 and CRM!

Our Ethos

We believe that no Microsoft product has the ability to transform *the efficiency and effectiveness of all types of business and organisations as Microsoft Dynamics CRM.*

If you know how to use it!

Training 4 Dynamics 365 & CRM was formed around the philosophy that, to truly make the most of your CRM System, *nothing beats the value, flexibility and empowerment of face to face training with a Master in their field.*

That's why we only employ senior qualified Microsoft Certified Trainers with practical experience of Dynamics 365 & CRM in a business environment.

Our goal is to provide the very best training services for Training 4 Dynamics 365, CRM, Marketing and Social Engagement products and services!

Quality guaranteed – ISO 9001

In January 2016, Training 4 Dynamics 365 & CRM completed its first ISO 9001 audit and has met the quality standard for courseware utilization, trainer certification, hardware, facilities, and customer satisfaction.



FAQ – Why is learning the latest version of Dynamics 365 & CRM so important?

Q1 - What is the latest version of Dynamics 365 & CRM?

Microsoft Dynamics 365 was released in November 2016. Training 4 Dynamics 365 & CRM are the first and currently only training provider to have a comprehensive set of Dynamics 365 training materials.

Q2 - Why is it so important to learn the latest version of Dynamics 365 & CRM?

If you are not learning the latest version, you are missing out the major investments made by Microsoft in multiple new productivity features.

Other training companies teach you how to use the older CRM software, rather than learn the latest version of Dynamics 365 & CRM.

It should also be noted that from 2015 onwards, Dynamics 365 & CRM is being updated every six months with new and important features!

FYI the next update to Dynamics 365 is the Spring Update 1 due in May 2017.

Q3 - Aren't all suppliers delivering the same Dynamics 365 & CRM courses?

No!

In 2014 Microsoft made the decision to no longer release Microsoft Official Curriculum courseware for future versions of CRM.

Only Training 4 Dynamics 365 & CRM in the UK is investing the significant time and effort needed to develop the complete range of Dynamics 365 & CRM training materials, helping businesses and organisations realise their CRM potential without having to rely and spend on external Dynamics 365 & CRM consultants.

We are committed to teaching the very latest version of Microsoft Dynamics 365 within 4 weeks of its release. Courses are taught using both the newest version of CRM Software, and our own unique courseware.

Compare this to our competitors who, without exception, are still teaching using a version of CRM and related courseware that can be up to 18 months out of date!

Q4 - How can I ensure I get the best out of my training?

The only way to be sure is to choose Training 4 Dynamics 365 & CRM and get the most up to date and comprehensive learning experience available!



Key points to note when choosing a training provider

The latest version of Dynamics 365 training and certification

Your team will learn to take full advantage of the ever-increasing feature set of each release of Dynamics 365 which will **enable your team and organisation to become more efficient and effective each and every year.**

Don't settle for the same old training supplier who are using old and out of date training material, make sure you learn for the present and the future not for the past.

Microsoft themselves choose us!

We have trained scores of Microsoft UK people over the years and, in fact, our lead trainer skilled up the entire Microsoft European CRM sales support team a few years ago!

Maximum of 6 delegates per class

Your team will receive far more personalised learning than any other training company in the UK with our guaranteed **Maximum of 6 delegates per class** (compared to 24 plus students on some of our competitor's courses).

Our small classes give your team the opportunity to ask questions about your own Dynamics 365 & CRM configuration and explore best practice options for improving your CRM system.

We offer far more Dynamics 365 and CRM courses than any other training provider in the UK We have our own dedicated team of technical writers working hard to give you courses to cover every aspect of the Dynamics 365 stack.

Your team can pick the training courses that are tuned for your own organisation's requirements.

We are No.1 for Dynamics 365 and CRM Certification!

Due to our dedication and focus we are able to produce world class Dynamics 365 and CRM Certification all-in-one boot camps which include:

- Class sizes limited to just six delegates to ensure everyone receives the most personal coaching experience.
- Unlimited exam coaching both face to face and via Skype remote coaching sessions focusing on the areas you need to improve to pass the exams.
- Exam testing in situ and on demand so you can take and retake exams until you pass.
- Unlimited access to repeat the course or any part of it in the future to refresh your skills.
- Large discounts on our Upgrade Your Skills & Certification courses and coaching sessions whenever a new version of Dynamics 365 or CRM comes out.
- We are so dedicated to providing the best and most professional experience, that **every one of our staff has now passed the two core Dynamics 365 and CRM exams!**
- The results speak for themselves: 100% pass rate for CRM Sales and Applications exams and 85% pass rate (and rising!) for Customisation and Configuration exams.



Our own unique and comprehensive [Learning Paths](#)

Enables your team to obtain the skills they need to become experts in their field.

We are the only company to offer these paths tuned to your job roles.

Training 4 Dynamics 365 and CRM Customer Feedback and Case Studies

Customer feedback and comments in recent months

Elfed Jenkins - *"Very satisfied - would recommend..."*

Helen Oliver - *"Friendly, Approachable, not rushed"*

Debbie Wyatt - *"Good Content, Raises lots more questions."*

Merlin Nash - *"Very satisfied - best CRM course I've sat on."*

Adrian Bagnall *"Hi Margery, please find enclose flowers for all the extra hard work you are putting in to help me pass my CRM exams."*

Case Study: Microsoft + Birmingham City University –2015

Microsoft UK approached Training 4 Dynamics 365 & CRM in the spring of 2015 with a request to provide a certification boot camp for up to 40 of Birmingham City University final year students.

While the students have covered some aspects of CRM on their academic curriculum, Microsoft felt that it would be worth investigating if we could help better position students for recruitment by CRM partners and organisations.

Microsoft choose Training 4 Dynamics 365 & CRM due to our track record of training Microsoft UK personnel over the past several years and the fact that we were the only partner to have the latest curriculum and courses for the newest version of Microsoft CRM – Spring Update 1.

Due to restricted budgets and timescales, it was not possible for Training 4 Dynamics 365 & CRM to provide our normal post course exam coaching sessions over the coming weeks.

We were also required to teach all 40 students at the same time in an auditorium environment, meaning it was not practical for the trainer, Margery Fawcett to visit individual students to help them with their labs which we normally do in our classes (normally restricted to a maximum of six students.)

That being said, the feedback from both the students, their tutors and Microsoft UK was that the course was of great benefit in helping all the students become much more familiar with CRM and help them prepare for passing their CRM exams in due course.

Quotes from Microsoft and students include:

Richard Wilkinson of Birmingham City University - *"The feedback we are getting to date has been very good and all students are happy."*

Sam Garrett of Microsoft UK - *"Fantastic to be including the Spring update 1 content – thank you for this."*



Case Study: Training of thirty of Microsoft's European CRM Presales Support (Rainmaker) Team – 2011

When Microsoft CRM 2011 was getting ready to be launched for the first time in a CRM Online cloud environment in Europe, Middle East and Africa (EMEA) Microsoft called upon our expertise to rapidly help skill us their presales Support team and enable them to be first line contact for all trials by Microsoft CRM customers.

This was a challenging requirement given the short time scale and the need to teach the course to over forty of the 'Rainmaker' sales team, of which for some 25 of them, English was their second or third language.

Due to the urgency, we had to defer other projects and pull out all the stops to rapidly complete the courseware which had to be customised to Microsoft's specific requirements.

Because of this, Microsoft paid us the premium price of very nearly £7000 per day for one of our senior trainers Margery Fawcett to deliver the training course for their team.

Quotes from Microsoft team include:

Ryan Cross Rainmaker Online Sales Manager: *"We worked with Margery and her team at very short notice, needing an intensive 2-day training course for a 30-strong team. Given the short notice, and the size of the audience, the training was extensive, in depth, whilst fitting it in to real-world situations. I would highly recommend them in the future."*

Marie Abery Microsoft Inside Sales Strategy Lead for Dynamics: *"Margery, Thanks so much for your time with the Rainmaker team over the past 2 days. It has been invaluable and you have coped admirably with such a large group."*

Gustaf Shalin Online Success Manager *"I have come a long way since you were here, but in all honesty; it is all due to your training and the material you left us."*