

## Microsoft Dynamics and Rendezvous – bringing a new dimension to venue sales and marketing management

### What is Microsoft Dynamics CRM?

Microsoft Dynamics is the leading sales and marketing CRM solution for enterprise-sized organizations. Affordable and with an impressive feature set it offers:

- Outstanding sales management
- Marketing campaign management
- Advanced reporting
- Full integration with the Microsoft Office Suite

Dynamics is ideal for large venues and multi-site venue operators and we are excited to announce that is fully integrated with the Rendezvous venue management software. Together, Dynamics and Rendezvous offer the best end to end venue management solution.

### Outstanding sales management

With Dynamics you get a magic bullet which perfectly aligns both the sales and marketing functions in your venue.

You've often heard the expression "work smart – not hard", with Dynamics you have all you need to effectively target your sales prospects without breaking a sweat.

Dynamics is powered by artificial intelligence. Its uses data to guide you to follow up prospects at the right time and with key messages. Built-in reminders ensure that your sales teams are always closing in on that booking.

Effective selling is often based on building effective relationships and increasingly this is being done online. Dynamics integrates seamlessly with LinkedIn and Office so your sales team can concentrate on building new relationships with prospects not on admin.

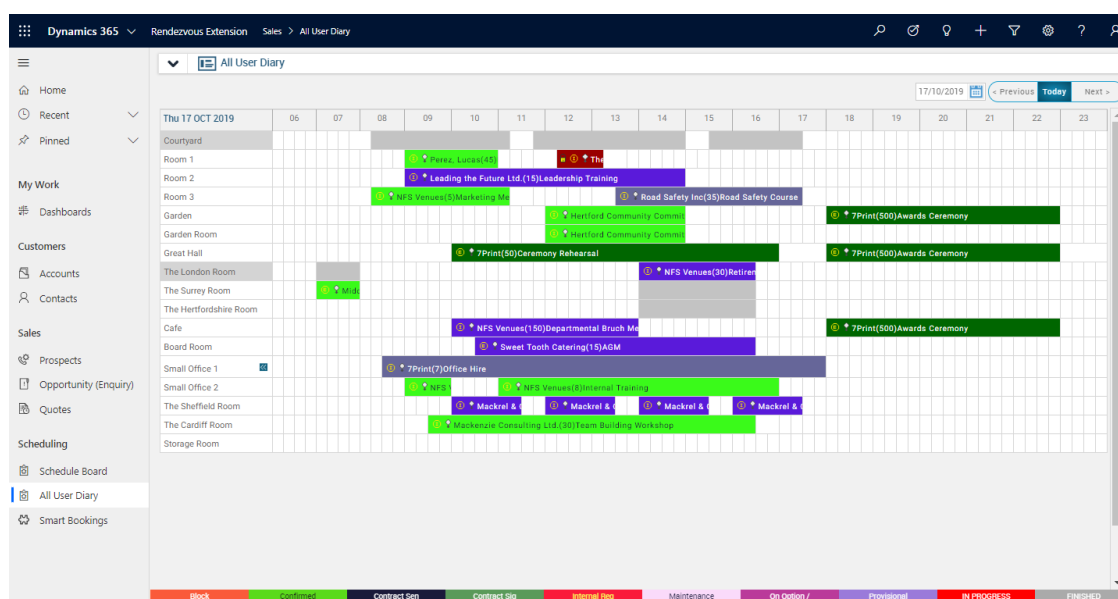
## Integration with Rendezvous Venue Management Software

Rendezvous is the leading venue management solution for managing event bookings, operations, billing and catering.

Working together with Dynamics, Rendezvous gives you the ultimate solution for sales, marketing and event management.

The integration with Rendezvous gives you all the great sales and marketing features of Dynamics and much more:

- Live booking availability – your sales team can see at a glance when the space is available, book it there and then or put the prospect on a waitlist – never miss a sales opportunity! All without leaving Dynamics.
- One single unified database – you never need to rekey in any data because as soon as a prospect is fully qualified they are added automatically to Rendezvous. Historic data from Rendezvous is updated seamlessly in Dynamics.
- Improved client retention – you can now easily use past booking data from Rendezvous to inform future marketing campaigns.
- Account management – using the advanced client data from Rendezvous, it is a simple process to identify which clients are contributing most revenue and create marketing campaigns specifically targeted to them through Dynamics.



## Marketing campaign management

New business is the lifeblood of any venue and with so many competitors vying for attention you need to be an effective digital marketer engaging prospects across all possible touchpoints. With Dynamics you get a full-blown digital marketing machine.

Dynamics offers you all the tools you need to create effective and eye-catching digital campaigns. With an easy to use drag and drop email builder you can create stunning emails in a few minutes.

With Dynamics you can take email marketing much further than you may have previously realised as it enables you to create full-blown automated email marketing campaigns. It's a simple process to create a workflow of follow up emails based on recipient actions – you can rest assured that your leads are always being engaged with.

For many prospects your social media channels may be the first touch point with your venue. Dynamics offers all you need to manage your social media channels – the intuitive calendar means that you can easily create and post content across all your platforms.



Where Dynamics truly comes into its own is that it gets under the skin of your digital marketing with actionable data. As well as managing your multi-channel marketing it automatically assigns scores to your leads based on their interaction with your content and then adds them to your sales team's pipeline for follow up. Time is gold and your sale people can now laser focus on warm marketing qualified leads.

### Advanced reporting

Sales and marketing are increasingly data-driven. With Dynamics you have all the data you need to measure your marketing effectiveness at your fingertips as well as accurate sales pipeline reporting.



You can see at a glance in real-time who has engaged with your social media campaigns, get a real sense of which content is working and what the total reach of your campaigns is – across all channels. Importantly, you can track which prospects are engaging with your content who represent opportunities for further conversations.

You can drill down quickly to see which marketing qualified leads have been passed to sales and see the health of your leads – key information for proactive sales management.

Pipeline reporting enables you to what bookings you can expect in the next month and what the expected revenue will be – accurately.

## Full Office integration

With full integration to Office, you can create stunning sales proposals and integrate all email communication with prospects into Dynamics – the solution is your one-stop repository of client communications. When we say full integration – we mean full integration – update a sales spreadsheet in Excel and there is no need to update again – it's seamless.



The integration with Outlook is a godsend – working across mobile or desktop platforms salespeople can quickly associate an email with the corresponding record in Dynamics as well key data such as sales appointments. What's more – you can quickly add an Outlook contact as a lead to Dynamics – all without leaving

Outlook. You can always be sure that your leads are tracked in the CRM.

The Outlook integration also enables you to easily create email templates in Dynamics – again without leaving Outlook – a great time saver if your salespeople tend to send standard cover notes to prospects.

## Contact us today

To discuss how Dynamics and Rendezvous can transform your venue sales operation call or email us today:

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