



Get to know PowerObjects Account Executive Jim Collins and why he thinks Microsoft CRM is so important.

Jim Collins

Jim Collins is the newest member of our PowerObjects team joining us just in February. Jim comes from a Dynamics GP/SL partner, Boyer and Associates where he facilitated the partnership between our firms.

Jim has an engineering degree from Iowa State University and a MBA from St. Thomas. He has experience working for large manufacturing organizations and numerous Microsoft partners. With his engineering background, Jim has always had a passion for solving problems, and sales gives him the opportunity to address a wide variety of business solutions.

Jim said “One key benefit of Microsoft CRM is that it is embedded, one level beyond integrated, within Microsoft Outlook. Since users are typically familiar with the navigation within Outlook, navigating within CRM takes minimal training.” Additionally, people spend a lot of their work day with Microsoft Outlook open, so having CRM available at the same time – will make it convenient for people to use it. The more people use CRM, the greater value to the whole organization.

One of the reasons he enjoys selling Dynamics CRM and PowerObjects is based upon one of the company’s five core values, Always Add Value. Great business partners are always looking for ways to learn more about our client’s business to drive more sales for them or make it easier to “make a sale” for their business.

In the sales process, one way PowerObjects demonstrates this is by giving away some of their ‘greatest hits’ customizations such as the ability to create user-definable dashboards or the ability to update opportunities in Excel using PowerEdit.

Jim likes working at PowerObjects because he likes to sell for an organization that executes well after the sale. It is that extra effort and responsibility PowerObjects takes to help clients succeed that really makes it easy for him to help sell. He also likes the creative environment that management has created.

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