

News, views and more from the Australian CRM specialists

# CRM Opinion

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## That's great you can pilot an aircraft - just don't drive my car!

It sounds silly, but we see the same concept with training CRM users. People are often trained on systems that are different to what they are supposed to be using, and they can't do their job correctly.

Having an understanding of different user groups can help you set up the correct training for the varied work functions in your business.

[Learn more about the four kinds of CRM Training here.](#)



## How Not-For-Profits can profit from CRM

You don't need to have paying customers to get value from CRM. Anyone who wants to manage their relationships better should consider CRM - and not-for-profits have more to gain than most.

[We've compiled some practical tips for Not-For-Profits to get the most out of CRM](#), with minimum risk.

## Pros and Cons of Upgrading

Microsoft released CRM 2015 late last year, but there's still a massive user base on CRM 2013, CRM 2011, and even CRM v4.0 or earlier.

At Opsis, we've been wondering, *'Why do some companies upgrade, but others don't?'*

So we thought we'd ask you!

- What's most important in deciding whether or not to upgrade?
- Do you see upgrading as risky? Or as an opportunity?

Complete our upgrade survey and you could be enjoying a movie in Gold Class with a friend as one of our lucky winners!



## New half-day CRM 2015 courses available

Our half-day courses in CRM 2015 cover the key new features in CRM 2015.

**Customisable help**, additional **ways to track business metrics** like calculated roll-up fields, and more!

[Business users](#) can learn about potential uses and opportunities, while the [technical course](#) includes practical 'how-to' information so you're ready to go!

[Book these courses and more here.](#)

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*'Gill's recommendations allowed us to come up with practical ways of adapting the product to meet our unique requirements. We are now able to complete client proposals in an average of 30-40 minutes, a process that used to take anywhere up to 2 hours previously.'*

**Wal Williams, Sales Manager, Ico**

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