ADP DASH CRM Course Descriptions:

DASH101 Out of the Gate: An Overview of the DASH CRM Training (All associates)
- Classroom guidelines and instructions
- Understanding lead management
- Courses overview
- What courses are for me?
- What are the benefits of CRM?

DASH102 System Administration I *(Managers & Administrators)*
- Setting dealer preferences in the system
- Inventory setting
- Look-up manager
- Security manager

DASH103 System Administration II *(Managers & Administrators)*
- User management
- Managing goals, work days, email notifications
- Managing follow-up reminders

DASH104 Managing through DASH CRM *(Managers & Administrators)*
- Understanding lead stages and status in the system
- Reporting and how to create and read them

DASH105 Sales Daily Interaction (All associates)
- Understanding the Dashboard
- How to log new leads into the system
- Using the "My Day" functions

DASH106 Communication Strategies (All associates)
- Creating letters and templates
- QNR preferences
- Media manager

DASH107 Marketing Sales and Service (All associates)
- Creating a target group mailing list
- Marketing templates
- Creating and generating a campaign

DASH108 Support, Help and Coaching (All associates)
- Setting up Coaching Appointments
- Technical Support
- Q & A
- FAQ and Open discussion