



**PmtechERP®**

GLOBAL MANUFACTURING ERP

TRAINING & CERTIFICATION · COURSE BROCHURE

# ERP CRM Training & Certification

**Manage the full customer lifecycle mapped to SAP CRM.**

Duration 30 Days · Level Functional Certification · SAP equivalent SAP CRM ·  
PMTechERP Certified CRM Consultant

[www.pmtecherp.com](http://www.pmtecherp.com)

Live projects · Industry certification · 100% placement support · SAP-mapped curriculum

## COURSE OVERVIEW

The ERP CRM certification trains you to manage the complete customer relationship lifecycle — leads, opportunities, quotations, service management and customer support.

CRM skills bridge sales, marketing and service, making certified consultants versatile and in demand. This program combines configuration with real sales and service scenarios.

<b>30 Days</b> Duration	<b>₹25,000 + 18% GST</b> Course Fee	<b>Functional Certification</b> Level	<b>₹4 - 11 LPA</b> Salary Range
----------------------------	--	--	------------------------------------

## HOW IT COMPARES TO SAP CRM

This course maps directly to SAP CRM. You learn the same lead-to-service concepts — opportunities, quotations and service management — and apply them in live PMTechERP projects.

## PROGRAM HIGHLIGHTS

- **SAP CRM-mapped curriculum**  
Learn the same functional scope and terminology that enterprises use, so your skills transfer directly to real implementations.
- **Hands-on, live projects**  
Configure and run realistic business scenarios end to end — not just theory — to build genuine consultant-grade experience.
- **PMTechERP Certified CRM Consultant**  
Earn an industry-recognized certification that validates your expertise to employers and clients.
- **100% placement support**  
Resume preparation, interview coaching and active referrals to hiring partners until you are placed.

## DETAILED SYLLABUS

### Module 01: CRM Foundations & Master Data

- > Accounts, contacts & relationships
- > Customer 360 view
- > Territories, teams & assignment
- > Product master for CRM
- > Organizational model

### Module 02: Marketing & Lead Management

- > Campaigns & lead capture
- > Lead qualification & scoring

- > Lead routing & assignment
- > Nurturing & follow-up
- > Conversion to opportunity

### **Module 03: Sales Pipeline & Opportunities**

- > Opportunity stages & pipeline
- > Quotations & proposals
- > Activities, tasks & reminders
- > Forecasting & win/loss analysis
- > Conversion to sales order

### **Module 04: Service Management**

- > Service requests & cases
- > SLAs, priorities & escalation
- > Complaints, returns & warranties
- > Knowledge base & solutions
- > Field service basics

### **Module 05: Customer Support & Engagement**

- > Multi-channel support (email, phone, chat)
- > Ticket lifecycle & routing
- > Customer satisfaction (CSAT/NPS)
- > Loyalty & retention programs
- > Self-service portals

### **Module 06: CRM Analytics & Integration**

- > Sales & service dashboards
- > Funnel & conversion KPIs
- > Customer segmentation
- > Integration with sales & finance
- > Reporting & insights

## **OUTCOMES**

---

- > Configure lead and opportunity pipelines
- > Manage quotations and conversion to orders
- > Set up service requests and case management

- > Run customer support and SLA workflows
- > Connect CRM with sales and finance

## LIVE PROJECTS

- > Configure a lead-to-opportunity sales pipeline
- > Build quotation and conversion-to-order workflows
- > Set up service requests and SLA management

## CAREER ROLES

CRM Consultant

Customer Success Manager

Service Operations Analyst

## SUCCESS STORIES

- > Improving lead conversion for a B2B sales team
- > Cutting service response time with case management

## FREQUENTLY ASKED QUESTIONS

### • Is this course equivalent to SAP CRM?

Yes — it covers the same scope as SAP CRM, including leads, opportunities, quotations and service management, with hands-on PMTechERP configuration.

### • What roles does the CRM certification lead to?

Graduates take on CRM Consultant, Customer Success Manager and Service Operations Analyst roles.

## COURSE FEE — PAYMENT DETAILS

Bank Name	<b>Union Bank of India</b>
Account Name	<b>PM Technologies</b>
Account Number	<b>776301010050234</b>
IFSC Code	<b>UBIN0577634</b>

After paying the course fee to the account above, reply to your enrollment email with the transaction receipt / UTR number so our team can confirm your seat.

## ABOUT PMTECHERP

PmtechERP is a global manufacturing ERP platform and knowledge hub, delivering SAP-grade capability — finance, production, quality, maintenance, supply chain and more — at a fraction of the cost. Our training and certification programs are designed and taught by practising ERP consultants, combining configuration skills, live projects and 100% placement support to make

you genuinely job-ready.

## Enroll in the Next Batch

Reserve your seat for ERP CRM at [www.pmtecherp.com/enroll](http://www.pmtecherp.com/enroll) — no payment required to reserve. A training advisor will confirm your batch, schedule and fee. Call or WhatsApp +91 91599 03059 or email [pmtechclients@gmail.com](mailto:pmtechclients@gmail.com).