

Course Information

Duration: Courses commence at 10.00am and aim to finish by 16.00. An hour has been set aside for lunch with further time allowed for refreshment breaks.

Target Audience: This course is designed to take people with basic knowledge of GoldMine to an advanced user level. It is presumed that delegates will already have attended the GoldMine Introduction course.

Course Objectives: To provide a high degree of hands-on, intensive GoldMine training to an advanced level. When delegates return to the workplace they will be able to efficiently and effectively utilise all the user features in GoldMine.

Course Details

- Quick Review of Introductory Course
- Overview of GoldMine Database Structure
- Working with and Creating Data Subsets
- Creating Standard Letters
- Preparing a Mail-shot
- Following Up a Mailing Campaign
- Opportunity and Project Management
- Customising your GoldMine Environment
- Preparing E-mail Shots
- Using the Organisational Tree
- Analysing your Pipeline and Call Ratio
- Using GoldMine Reports
- Overview of Tools to Increase Productivity

This is the standard content covered on a Scheduled Course at our Worcester Offices. You can also have bespoke training delivered on your premises. This means you can choose your own bespoke agenda and decide the schedule for the day.

MAS offer a variety of flexible training options. To discuss your company's training requirements and get advice on the most cost effective training for you, please call the MAS Team who will do their best to help 0844 7454588.