Course Agenda: Bitrix24 Enablement for Partners – Train the Trainer – Basic
Course Code: IZBIT-TOT-01

Day 1

1. **Welcome and Introduction**
   - Welcome Speech
   - Introduction to Bitrix24 (Company/Product/Partner Program)
   - Overview of the Day's Agenda
2. **Bitrix24 Product Overview**
   - Key Features and Modules: CRM, Project Management, Communication, Document Management, HRMS Tools
   - Live Demonstration of Use Cases
3. **Deep Dive into CRM**
   - Setting Up and Customizing CRM
   - Managing Leads, Deals, and Contacts
   - Automation, Workflows, Reporting, and Analytics
4. **Project Management & Collaboration Tools**
   - Task/Project Management
   - Time Tracking and Resource Allocation
   - Collaboration Tools (Chats, Video Calls, Workgroups)
5. **Wrap-Up & Q&A**
   - Recap of Key Learnings
   - Open Floor for Questions

Day 2

1. **Project Management (Deep Dive)**
   - Reports and Analytics
   - Scrum Methodology
   - Q&A
2. **Customer Success Strategies**
   - Understanding Customer Needs
   - Onboarding Best Practices
   - Product Demo
   - User Adoption Strategies
   - Case Studies (Industry-Specific)
3. **Support & Troubleshooting**
   - Common Issues and Resolutions
   - Utilizing Bitrix24 Support Resources
   - Delivering Exceptional Customer Service
4. **Q&A, Certification, & Closing**
   - Final Q&A
   - Recap and Next Steps
   - Bitrix24 ToT Certification Announcement

Post-Training Task

- **Home Assignment**: Solve a case study within 1 week.

- **Deliverables**:
  - Presentation of the case solution.
  - Product Demo.
  - Q&A Session.

Note: All sessions include interactive discussions and hands-on demonstrations. Participants are encouraged to engage actively for optimal learning outcomes.

Target Audience: Account Managers, Technical Support Staff, and Pre-sales Teams.

Methodology: Web-based/Experiential Learning.