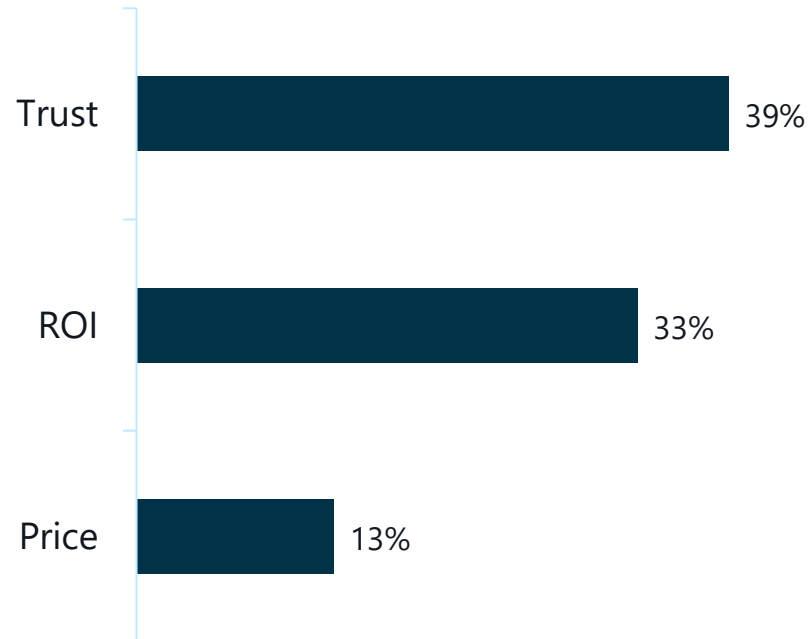


Turn relationships into revenue

Dynamics 365 Sales

B2B sales are based on trust and strong relationships

Trust is the #1 reason for closing deals¹



What buyers want from sellers²

- 1 Understand my business. Know me.
- 2 Demonstrate excellent communication skills
- 3 Focus on post-sale
- 4 Give me insights and perspective

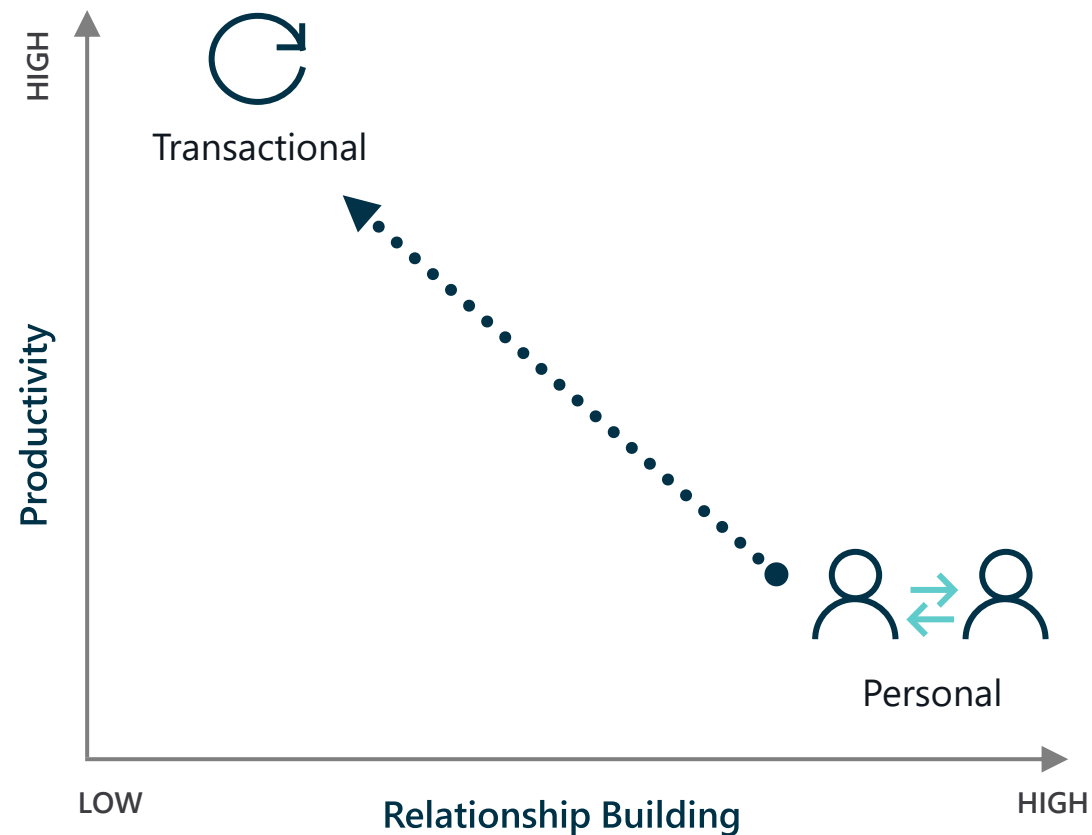
¹ [LinkedIn](#), 2017

² [CSO Insights](#), 2018

But much of sales technology is focused on improving productivity

18%

Only 18% of salespeople are considered trusted advisors¹



¹ HBR, 2017

Disconnected tools, data, and process



CRM

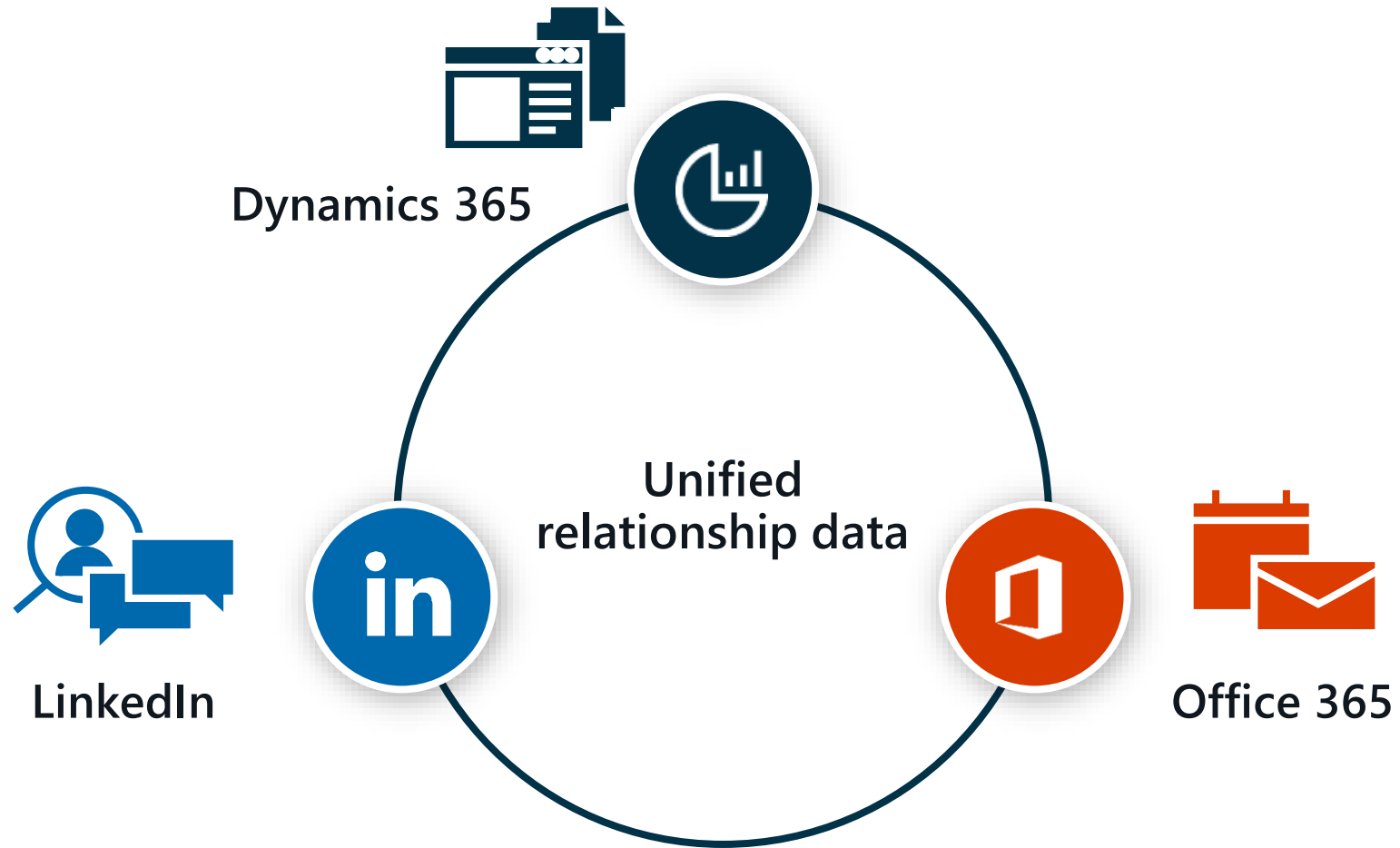


Social networks



Productivity tools

Bring relationship data together



Move beyond disconnected data to real business value

Business value

Accelerate
time
to quota

Increase
lead to
opportunity
conversion

Increase
average
deal size

Increase
revenue/
customer

Improve
productivity



Prospecting



Engagement

Insights



Productivity



Performance

Artificial intelligence (AI)



+



+



Unified relationship data

Microsoft Dynamics 365 Sales and Sales Insights

Sell smarter



Build relationships



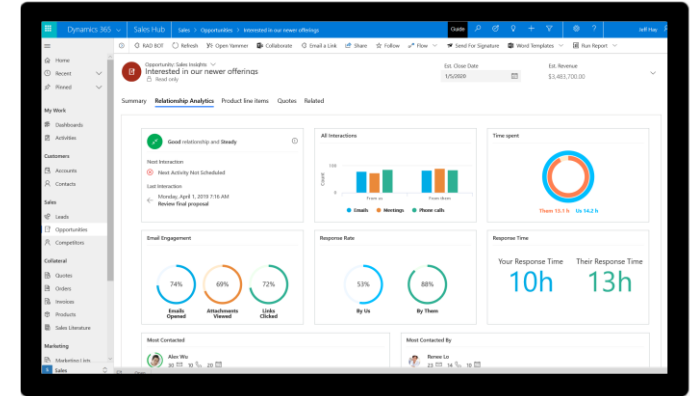
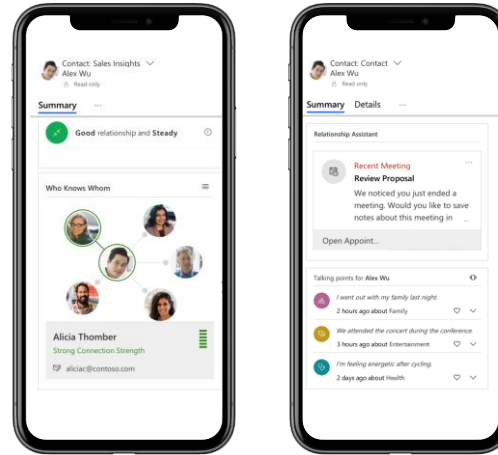
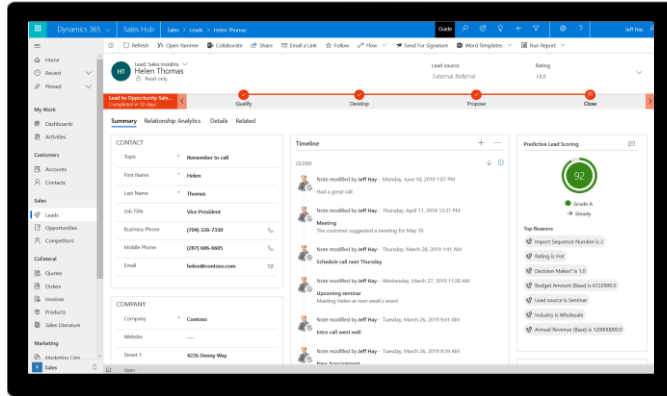
Boost productivity



Accelerate sales performance



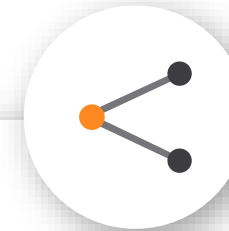
Sell smarter



Identify and connect
with the right buyers

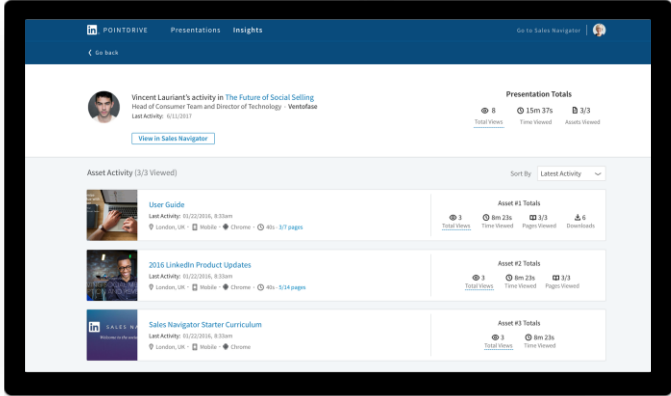
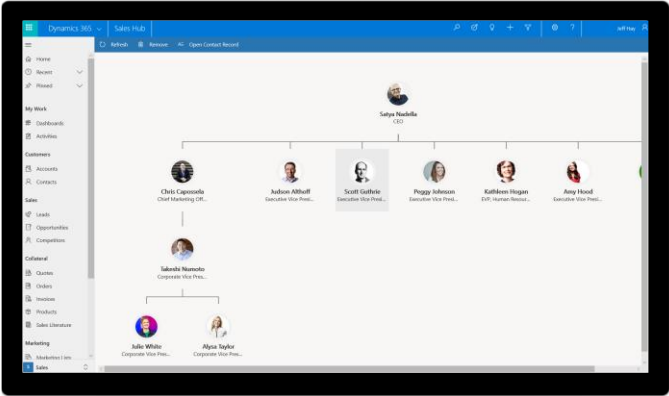
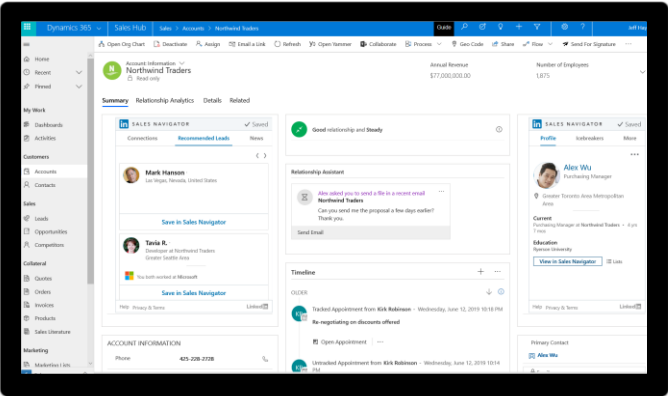


Personalize
engagement



Keep relationships
on track

Build relationships



Gain contextual
LinkedIn insights

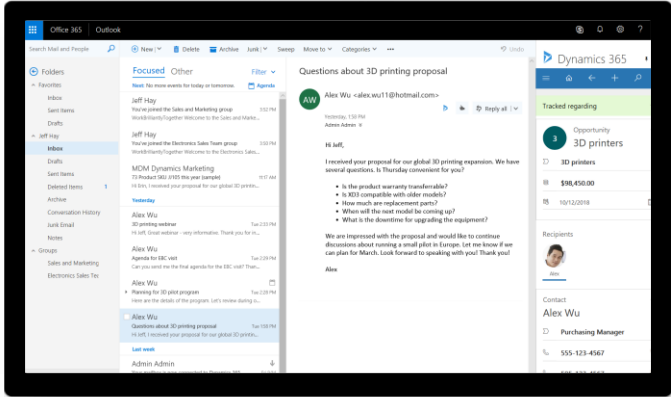
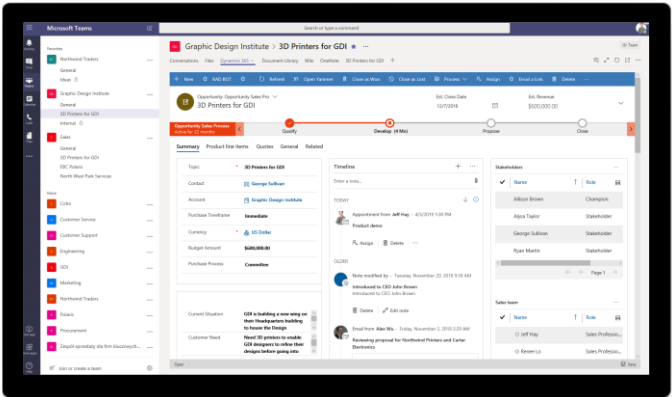
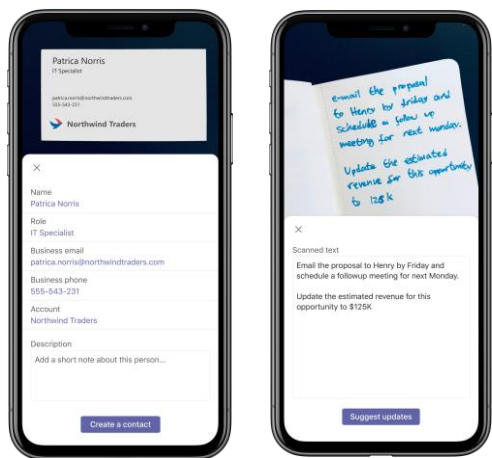


Keep up
with contacts



Personalize
content

Boost productivity



Reduce
busywork

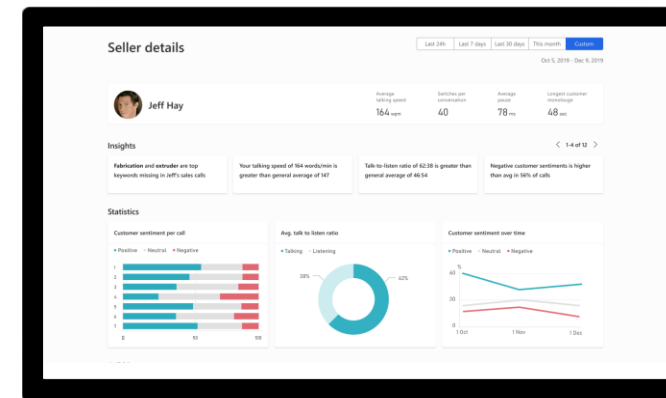
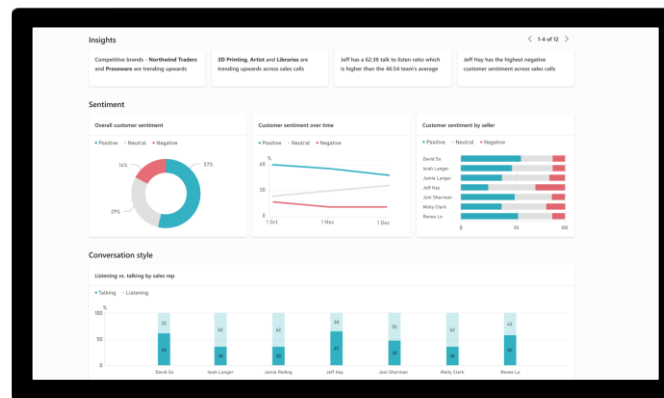
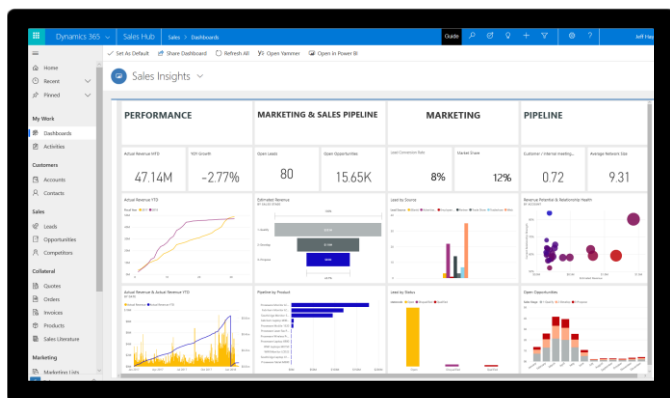


Work better
together



Leverage
familiar tools

Accelerate sales performance



Track
performance



Gain
strategic insight



Deliver
proactive coaching

Microsoft named a Leader in the 2019 Gartner Magic Quadrant for Sales Force Automation

- Empower smarter selling with contextual AI
- Enable sellers to build relationships
- Boost sales productivity with seamless tools
- Improve coaching and sales performance
- Innovate with sales solutions built to evolve



Gartner Magic Quadrant for Sales Force Automation, Theodore Travis, et al, 26 June 2019

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Sales with our expert consultants

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