

Achieving sales success with **Microsoft Dynamics 365** Sales & AI:

Key considerations you need to know





Cut the drudgery

Generate email content including data from CRM and past interactions

Summarize meetings instantly

Simplify tasks like updating customer records while in the flow of work

Connect

the data

Answer customer questions immediately

Build connections with summaries of the latest interactions

Get relevant CRM data during meetings



the sale

rolling with reminders and recommendations

Keep the momentum

Focus on high-quality leads with autogenerated opportunity reports

Receive nextbest action recommendations



Continuously improve

Learn from real-time analysis of conversations and interactions

Quickly search content using natural language

Identify best practices and practical techniques



89 percent of workers with access to automation and Al-powered tools feel more fulfilled because they can spend time on work that truly matters1

What do people want from their CRM platform?



critical challenges. Save time³

We have seen that sellers are more likely to

adopt and use tools that solve their most

- Be more agile⁴
- Automate daily tasks⁵
- Make information more⁶



68% is spent on non-

32% of seller time is

spent selling



revenue-generating activities²

Meet customer needs in real-time





companies would respond faster to their changing needs7

87% of customers increasingly

expect relevant, personalized

64% of customers with

87%

2.

information based on their decision journey8

meet customer demand for personalized experiences with: Real-time insights Contextual and relevant customer

Unlock the full potential of your customer

data to elevate customer experiences and

- iournevs

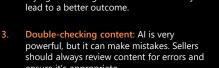
Next-generation Al is easy to use, but training can take results to the next level. Here are three things to focus on.

3 top skills to train



Iteration: Unlike traditional computer programs,

where there is only one way to do things, Al responds to subtle changes in your approach. Trying something in several different ways can



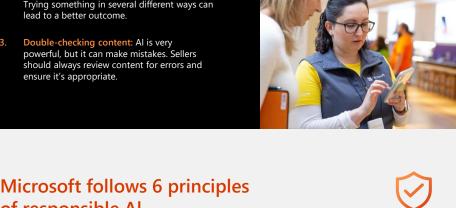


60%

owners expect AI to

drive sales growth9

60% of business



ensure it's appropriate.

of responsible Al

When you're looking to empower your sales team with Al capabilities, it's important to choose solutions that meet high standards of ethics and responsibility. Microsoft uses six principles to guide development and use of Al-enabled tools.



84%

5. Transparency 6. Accountability

84% of executives believe

that audit of Al models

will be required within

the next 1-4 years10

1. Fairness

2. Reliability and safety

Get practical guidance for

4. Inclusiveness

Microsoft partner, we have the expertise to guide your business in unlocking the benefits of an Alpowered CRM. Read our new e-book, "The future is here: unlock the power of Al for your sales team," to discover how Al helps sellers and sales leaders transform how they work.

empowering your sales team with Dynamics 365 Sales

Contact us now:

Read Now

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