

# Empower sellers to win across the sales funnel with Microsoft Dynamics 365 Sales



Enable your sellers to improve their performance and scale best practices with automated sequences, real-time insights, and data visualizations in Dynamics 365 Sales deployed by us.

## Awareness



**39%** of employees report that lack of time and resources as a barrier to meaningful connections with customers.<sup>1</sup> A modern CRM can:

Create customized email content based on customer data and interests

Use AI capabilities to automate content creation

Track engagement with built-in reporting

Visualize customer segmentation based on key information

## Interest



**63%** of sellers report that they don't have enough time to create and nurture meaningful customer relationships.<sup>1</sup> Microsoft Dynamics 365 Sales can:

Build personalized customer journeys based on interests and trigger events

Leverage real-time opportunity summaries to focus on the right deals at the right time

Share opportunity information securely with sales managers for ongoing training on how to approach each deal

## Decision



Analyze call transcripts for prospect priorities and competitor mentions to tailor conversations and product demonstrations

Review real-time customer profile updated with new activities or interests from third-party applications like LinkedIn Sales Navigator

Receive real-time notifications when deals are at risk of stalling or being lost



**27%** These features save sellers 27% of their time building reports to analyze customer data.<sup>1</sup>

## Action



Transition data seamlessly once a deal closes to service departments

Maintain up-to-date customer security preferences for future communications



**28%** Employees estimate that these features can save them 28% of time transferring or inputting data.<sup>1</sup>

