

# Take customer engagement to a whole new level

Turning relationships into revenue with Microsoft Dynamics 365 for Sales

## Engagement matters to tech buyers

Why?

Match solution to specific needs **65%**

Answer specific questions **72%**

Ensure buyer's time investment is being used well **44%**



**76%** Act as a trusted advisor

**61%** Share valuable insights and knowledge

**72%** Tailor content and buying experience

"The more reps can make it related to the outcomes I need to solve, the better."

- CMO, Fortune 50 Company

"The salesperson? I think they're important because they need to help us understand the solution."

SVP of HR, Fortune 500 Transportation Firm

Source: Microsoft Research 2018

## Disconnected tools, data, and process are roadblocks to engaging efficiently

Better engagement



Remains elusive, ill-defined

Right message, right time



Sales and marketing remain misaligned

360-degree customer view



Harder than ever, more channels than ever

Increased rep productivity



Large investments made – has ROI been achieved?

## How can you bring relationship data together?



Dynamics 365 for Sales



Office 365



LinkedIn Sales Navigator

## Dynamics 365 for Sales + Office 365 & LinkedIn Sales Navigator takes customer engagement to a whole new level

### Unifying the seller experience



Dynamics 365 for Sales

Office 365



Power of the connected

LinkedIn Sales Navigator



### Rise above the noise with actionable insights

Relationship health is trending up based on engagement



Your colleague can introduce you to your buyer

Content recommendations for your buyer



Microsoft Dynamics 365 for Sales



Alert! Your champion just left the company

You have a meeting coming up with your buyer



A prospect has interacted with your email

## Turn relationships into revenue with Microsoft Dynamics 365 for Sales

Actionable Insights

Customer

Sales Performance



Sellers



Relationship Selling



Sales Productivity



Manager