



Five Ways a Connected Seller Solution Improves Sales Performance



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Changing buyer needs require rapid sales evolution

Sales organisations are experiencing major changes in B2B buying and selling, led by tech-savvy millennials. Buyers prefer digital over in-person sales interactions, are better informed, engage through multiple channels and place a high value on authentic experiences. Meeting these needs requires the ability to unify sales and marketing data and surface actionable insights at the right moment.

Additionally, companies looking to compete for talent and increase resilience with hybrid work options need to enable sellers to perform effectively wherever they are located. Whether working remotely or in the office, sellers often spend too much time on manual processes and managing data, leaving them with less time to focus on customers. Now is the time to digitally transform and automate processes, capture more data and get more value from insights.



By 2026, B2B sales organisations that unify commercial strategies and leverage multithreaded commercial strategies will realise revenue growth that outperforms the competition by 50%.¹



2/3 of buyers in 2021 opted for remote human interactions or digital self-service.²

¹ 'Gartner® Says B2B Sales Leaders Must Rethink Their Go-to-Market Strategies with Orchestrated Customer Engagement', Gartner, 2021.

² 'The new B2B growth equation', McKinsey & Company, 2022.

An AI-powered, cloud-based sales solution can be the foundation of this transformation. It boosts productivity, scales individualised customer experiences and brings the best opportunities to the fore.

By unifying siloed data from sales, marketing and operations across the sales funnel, it also gives teams a 360° view of customers, helping them deepen relationships and get to 'yes' faster. AI-powered insights, seamless collaboration and intuitive productivity tools help sellers do more in less time without losing the personal touch.

In this eBook, you will learn how this approach empowers your team through intelligent insights that help them personalise the customer journey, gain efficiency, improve their skills and take the right action at the right time.

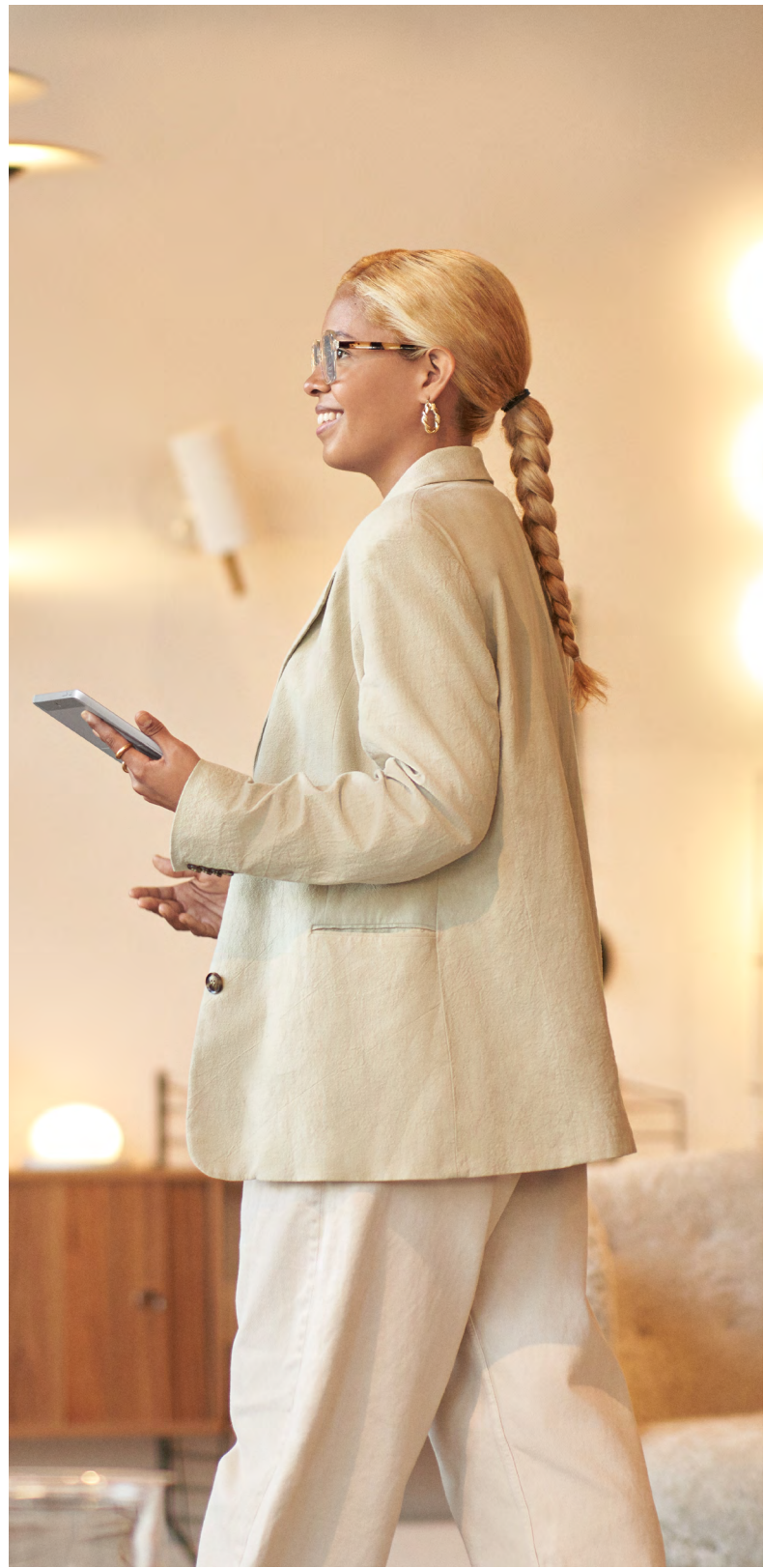
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1. Boost sales productivity

Most sales teams have significant untapped productivity waiting to be unleashed. Manual processes and data management hold them back. By adopting tools that feature built-in automation and seamless communication and collaboration, you can free them to do more of what they do best: engaging with customers.

- Move deals faster. Use AI to streamline sales cycles with suggested next best actions, focusing on the highest priority activity with the best propensity to close all from one dashboard. Set up notifications for deals that are stalled or at risk, helping close more sales and put their effort toward the most critical tasks.
- Stay up to date. Seamlessly synchronise appointments, contacts and tasks between CRM and other apps for a frictionless experience.
- Drive collaboration. Give team members the context they need in real time. Integrated tools create open lines of communication among traditionally siloed organisations to collaborate and align on work items across sales, marketing and operations.





Only one extra hour per week with buyers makes the difference between high-performing and average sellers.³



³ 'If You Want Sales Reps To Succeed, Help Them Use Their Time Productively', Forrester, 2021.

2. Empower digital and remote selling

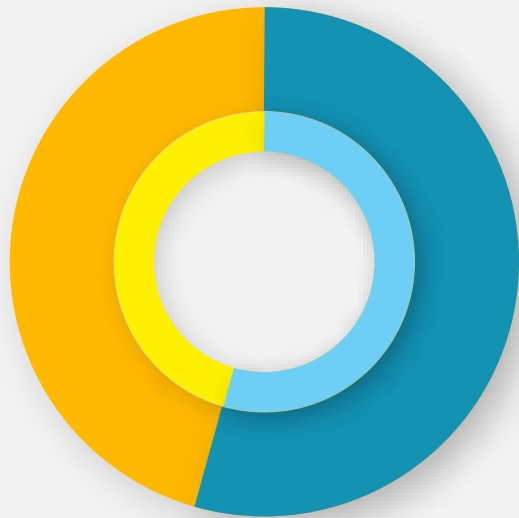
Because of the growing focus on digital experiences as the main engagement model, your sales teams are likely working with customers from almost anywhere. CRM needs to support remote sellers with the ability to lead immersive digital experiences such as virtual meetings and 3D demos.

With a connected sales and marketing solution, you can:

- Connect teams and data. Enable sales teams to stay focused and productive no matter where they are by providing virtual collaboration, digital communications and easy-to-integrate tools for meetings and webinars.
- Deliver insights anywhere. Make business data available to everyone directly in their daily workflow across Teams, Outlook and Windows.
- Build comprehensive selling skills. Drive continuous improvement based on in-the-moment insights about customer emotion, competitor mentions, sentiment, talk-to-listen ratio and priorities in calls to enable guided selling via conversation intelligence.



54%



54% of sales reps say that losing the ability to meet with clients face-to-face has hurt their ability to meet quota. The right digital sales tools can help close the gap and enable reps to maintain personal connections with customers.

3. Unify lead generation and management

Your sales teams need high-quality leads and strong customer relationships to grow revenue. By unifying sales and marketing data, connected processes and collaboration, you gain a deeper understanding of your customers while managing leads more efficiently.

An end-to-end CRM solution can address these needs by helping you:

- Optimise customer experiences. Activate real-time insights to help sellers connect with customers at the right moment, with the right message.
- Generate high-quality leads. Leave no lead behind by leveraging automated scoring to calculate sales-ready thresholds that signal optimal time for lead hand-off.
- Automate the nurture stream. Define customised trigger actions, responses and notifications within journeys using real-time customer interactions



Customer story: Siemens Mobility

As a premier supplier of seamless, sustainable, reliable and secure transportation solutions for more than 160 years, Siemens Mobility brings innovation to cities, governments and countries. The company needed to transform its CRM approach to support its highly collaborative selling process and complex customer journeys. It chose Dynamics 365 Sales. Today, teams have access to the same knowledge, history of interactions and data around the customer. They can focus more on improving

and expanding client relationships, leading to increased revenue and satisfaction.

Benefits of Dynamics 365 Sales

- Enabled sellers to define specific parameters for complex product lines
- Simplified data management
- Accelerated reporting and data insight



The digital transformation of sales is an important step toward sales excellence at Siemens Mobility. With Microsoft as our trusted partner, we now have the right tools to significantly improve our sales processes and enable highest market transparency and planning across all our businesses and regions.”

– Michael Peter, CEO,
Siemens Mobility

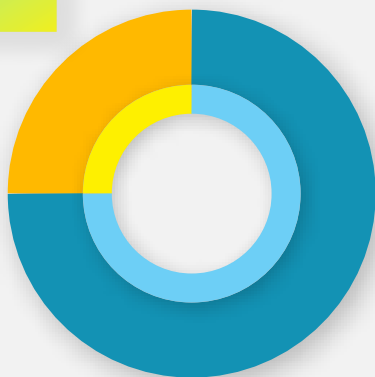
4. Enable rapid sales process innovation

Automating sales processes and using prebuilt AI models helps you unlock powerful insights without coding or in-depth data science. As a result, you can generate AI-driven recommendations to discover new audience segments or define your own audience segments such as high-value and at-risk customers.

By using centralised CRM technology, you can help your sales teams:

- Execute with efficiency. Build sales sequences based on the campaign playbook, delivering automated recommendations that drive consistent execution.
- Innovate with customer insights. Use no-code tools to build custom apps and automated workflows, creating differentiated sales journeys that stand out from the competition.
- Identify knowledge gaps and share best practices. Provide a centralised, living repository of sales best practices using custom conversational AI bots.

75%



75% of B2B sales organisations will augment traditional sales playbooks with AI-guided selling solutions by 2025.⁴

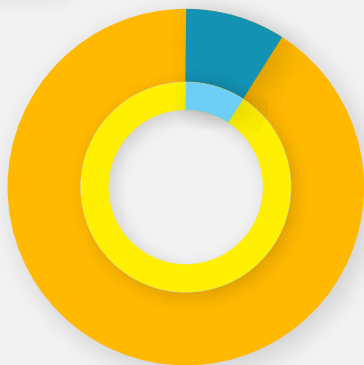
⁴ 'Gartner® Predicts 75% of B2B Sales Organisations Will Augment Traditional Sales Playbooks with AI-Guided Selling Solutions By 2025', Gartner, 2021.

5. Enhance relationship intelligence

By using an intelligent, full-funnel sales and marketing cloud to unify recordkeeping systems, engagement systems and customer data into a single, seamless experience, you can gain a three-dimensional understanding of customer behaviour and needs. Taking advantage of these capabilities, you can:

- Personalise the customer experience. Leverage AI-powered insights and predictions to orchestrate real-time journeys and drive one-to-one engagement.
- Move from cold calls to warm introductions. Help sellers find more opportunities by discovering contacts who can make introductions to new prospects.
- Sell with context. Increase relevance and timeliness with relationship health insights based on historical activity.

10%



In 2022, only 10% of B2B organisations will identify metrics to measure the value created for buyers during the buying process.⁵

⁵ [Forrester Predictions 2022](#), Forrester, 2022.

How Microsoft can help

Taking advantage of built-in AI and machine learning, your teams can uplevel forecasting and revenue operations while enhancing seller performance with recommended next best actions and real-time coaching. No matter where they are located, teams can seamlessly remain in the flow of work, automate administrative tasks and improve customer outcomes with insights at their fingertips.

Microsoft Dynamics 365 solutions for sales and marketing unify customer insights, automate sales processes and help your teams win more deals. Dynamics 365 is a set of intelligent business applications that helps you run your entire business and improve results through predictive, AI-driven insights.

[Learn more about Dynamics 365 >](#)

