

7 Ways

Sales and Marketing Teams Can Work Better Together



1

Present a unified social presence



Manage social engagement with tools that listen, analyze and alert your teams to take action. Keep everyone in the loop with centralized prospect and customer data.

2

Use workflow to accelerate response

Alert and connect the right person automatically when a prospect or customer is ready to engage.



3

Make planning and execution collaborative



Coordinate marketing and sales activities so that every interaction with prospects and customers builds on previous engagement.

4

Coordinate social engagement

Track interactions across the organization to avoid duplicating efforts as well as the appearance that “the right hand doesn’t know what the left hand is doing.”



5

Fully engage corporate knowledge



Help marketing and sales create great content and actively engage with customers through easy access to the subject matter experts in your organization.

6

Take a data-driven approach to sales

The power of data lies in what you do with it. A proactive sales approach is built on historic results and trends that deliver insight into prospect response and buyer behavior.



7

Make mobile a competitive advantage



Keep sales people productive and engaged no matter where they go with complete access to prospect and customer information on their mobile device.

With the combined power of Microsoft Dynamics CRM Online and Microsoft Dynamics Marketing, Office 365, Power BI, and SharePoint you can help sales and marketing teams work better together.