

# Sell Effectively



## Key Benefits



### Stay Focused

Focus on the right prospects and customers. Improve visibility into sales performance. Make better decisions based on insight.



### Win Faster

Work more efficiently with seamless, familiar, easy-to-use solutions. Engage and collaborate around strategic deals. Work anytime, anywhere.



### Build Trust

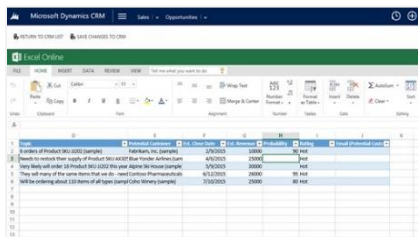
Anticipate your customer's needs. Engage customers at the right time and right place with the right message. Interact consistently with customers across touch points.



*"We can use data to make data-driven decisions and communicate to our teams using actual data. Everyone here is very smart, but the additional insights — based on a single shared version of the truth — make us all smarter."*

*Rick Stow  
Head of CRM  
Grant Thornton*

## Key Capabilities

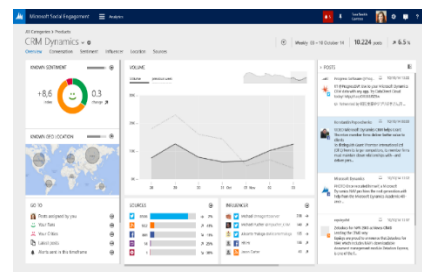


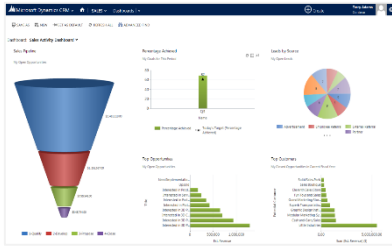
### Accounts and opportunities

Increase productivity with familiar, intuitive solutions like CRM App for Outlook, immersive Excel, Office 365 Groups, and embedded OneNote inside CRM. Improve execution by guiding sales reps toward desired outcomes with contextual recommended next steps. Gain visibility into past and planned customer interactions and activities across marketing, sales, and service.

### Customer insight

Use social to identify and act on buying signals and create leads and opportunities based on social posts, using Microsoft Social Engagement. Focus on the right customers with accurate, real-time company and contact data, news, and events from Insights, powered by InsideView. Increase response rates by reaching out to new contacts through mutual connections surfaced by Insights, powered by InsideView.



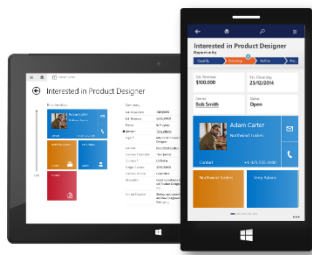
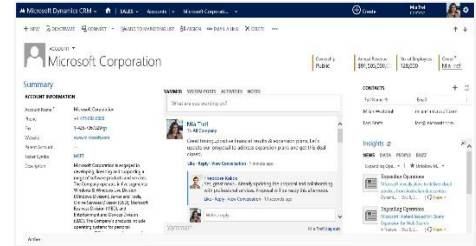


## Planning and management

Maintain a strategic focus by tracking industry trends, customers, and competitors. Monitor sales performance and provide coaching, reinforcement, and rewards. Built-in best practices ease on-boarding of new sales reps and standardize customer engagement.

## Collaborative Selling

Create winning proposals and presentations as a team with document management and real-time co-authoring and sharing. Harness the collective wisdom of the entire organization by discovering and sharing ideas about customers via Yammer. Reach experts throughout the organization with contextual presence, IM, voice, video, and online meetings via Skype for Business.

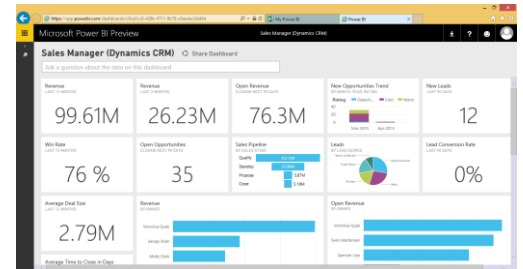


## Mobile Sales

Make every second count and increase productivity by enabling sales reps to work seamlessly across tablets and phones, guided by business process. Quickly manage data using intuitive natural language voice commands to create new records, schedule meetings, set reminders, and find information. Work anywhere anytime with an intuitive, familiar solution that provides seamless support across offline and online.

## Sales Analytics

Track data for the overall business in one place and monitor progress against KPI's. Drill through to underlying reports to explore and discover new insight. Ask questions and interact with data in new ways with natural language query.



## Global Availability

Microsoft Dynamics CRM is available in 130 markets and 44 languages.

For more information, visit:  
<http://www.microsoft.com/en-us/dynamics/crm-sales.aspx>

## What's new in Sales

- Productivity** - Boost sales productivity with CRM App for Outlook, immersive Excel experience, Office 365 Groups, embedded OneNote, and email tracking.
- Social sales** - Turn social into a sales channel with the ability to generate leads or opportunities from social posts.
- Mobile sales** - Deliver seamless user experience across mobile devices. Follow progress against your sales process and visualize your sales data on tablets and phones.
- Sales analytics** - Track and analyze sales performance with mobile apps, pre-built dashboards, visual data exploration, natural language Q&A, and out-of-the-box connectors for Microsoft Dynamics CRM Online.
- User experience** - Increase user adoption with one-click navigation to page sections, global most recently used records and views lists, and new UI themes.