

Help salespeople deliver amazing customer experiences to close more deals, faster

The way people buy has changed...



9 of 10

business buyers say they'll find you when they are ready to buy

IDG Enterprise, "Lead Generation Marketing Trends", 2013, [link](#)

57%

Customers are 57% through the buying process before they talk to you

CEB, "The New High Performer Playbook", 2012, [link](#)

...shouldn't you change the way you sell?

3% vs.
67%

3% of cold calls vs. 67% of second-degree LinkedIn referrals result in appointments

Microsoft, "The Dynamic Sales Team", 2013, [link](#)

73%

of sales people using social media to sell outperform those who don't

A Sales Guy Consulting, "Social Media and Sales Quota", 2012, [link](#)



Microsoft Sales Productivity Solution

Microsoft provides a single user experience with Microsoft Dynamics CRM Online and its interoperability with Microsoft Office 365 and Power BI for Office 365.

Sales reps can go to one place for all of their tasks, like viewing sales leads, researching companies, finding social connections, communicating with prospects, reviewing sales insights, and creating sales proposals.

Eliminate application-flipping by giving sales reps contextual information in a simple user experience.

- ✓ Outcome-driven user experience drives adoption
- ✓ Business and social data power insights
- ✓ Easy collaboration wherever you are



Zero In

Focus on what matters most

Have the relevant information at your fingertips for your most valuable leads. See your sales data in a whole new way

- Get real-time company and contact information from over 30,000 sources
- Listen to social conversations to gain insights into what matters most to your customers
- Give sales managers the visual sales data needed to identify opportunities

Win Faster

Create personal, targeted experiences

Increase sales velocity with immediate access to the right people and information

- Find connections to customer prospects via LinkedIn, social
- Follow a guided sales experience with built-in sales best practices and business processes
- Work effectively from anywhere on any device
- Deliver impressive sales presentations

Sell more

Work like a network, grow your business

Connect globally with your partners, customers, and team to help you increase sales

- Tap into the combined social intellect of your company
- Find experts quickly
- Bring together the right people to close the deal by meeting remotely
- Rally as a team around your sales deals

Why Microsoft

- User experiences people love that drive business outcomes
- World-class productivity and collaboration from across Microsoft tools
- Unmatched value and TCO advantage
- Analytics for everyone
- More secure, enterprise grade cloud

After deciding to move away from Siebel CRM, Champion Solutions chose Microsoft Dynamics CRM over Salesforce.com because of its ability to integrate with other Microsoft productivity software.

"With Microsoft Dynamics CRM Online, we have everything we would expect from a powerful CRM solution."
— Chris Pyle, CEO, Champion Solutions Group