

# How AI helps build better sales relationships, faster

### Personalize your selling approach to engage leads more effectively

Sellers increasingly need to create more engagement with prospects and customers. The challenge is finding scalable, actionable insights to build connections.

Up to

of enterprise data never gets translated into actionable insights.1

Unlocking this data helps sellers connect in real time with...





## Convert faster & drive results

Al gives sales teams actionable insights that help establish a competitive edge. By combining advanced intelligence with existing enterprise and buyer data, AI empowers near immediate insights, driving an engaging, efficient sales process.



believe AI will revolutionize their companies in the next three years.2 \$800B 27%

of business leaders

faster sales conversion<sup>3</sup>

2X to 3X

revenue shift in 3 sectors alone over

the next 5 years<sup>3</sup> So, how can AI enable

annual revenue growth among insights-driven

public companies4

a customized selling approach?

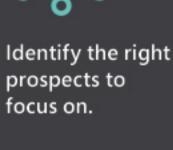


#### selling MICROSOFT DYNAMICS 365 AI FOR SALES DELIVERS Dynamics 365 AI for Sales offers a single relationship

Empower smarter

health score to help sellers focus on the right customers by using intelligence from Dynamics 365, and

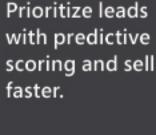
predictive lead scoring to help increase conversions and win rates by finding and prioritizing the prospects with the highest likelihood to convert. Dynamics 365 AI for Sales unleashes data potential.

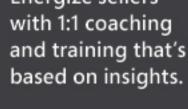






Energize sellers with 1:1 coaching





for real results

Let Al power your sales process

With Dynamics 365 AI for Sales, more of your organization's data helps drive stronger, scalable engagement from buyers, driving your sales team to reach even higher quotas.

Watch demo Learn more on the AI for Sales website

SOURCES:

- <sup>1</sup> Forrester, 2016 <sup>2</sup> Harvard Business Review, 2018
- 3 BCG, 2017 Forrester, 2017