Sell Effectively

Microsoft

Key Benefits

Grant Thornton
An instinct for growth™
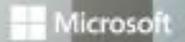
Stay Focused
Focus on the right prospects and customers. Improve visibility into sales performance. Make better decisions based on insight.

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. Align buy and sell cycles to drive personalized, proactive engagement. 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
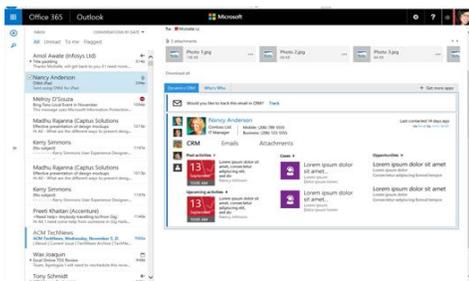
Opportunity management
Manage customers and deals all in one place. Stay informed with accurate 3rd party firmographics, news, and compelling events from Insights, powered by InsideView. Know what steps to take next with embedded business process UI and an overview of daily priorities from Cortana. Close more deals when you connect, discover, and share ideas via Skype for Business, Yammer, Office 365 Groups, and OneNote.
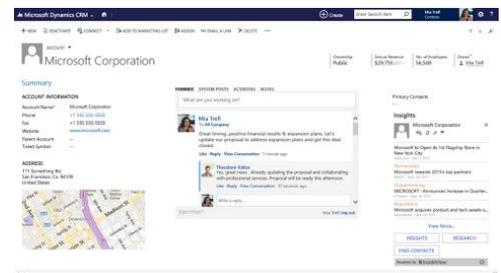
Social selling
Find more leads by using social to identify and act on buying signals and create leads based on social posts. Get a snapshot of social activities through embedded buzz volume, trends, and sentiment analysis, using Microsoft Social Engagement. Increase response rates by reaching out to new contacts through mutual connections surfaced by Insights, powered by InsideView.
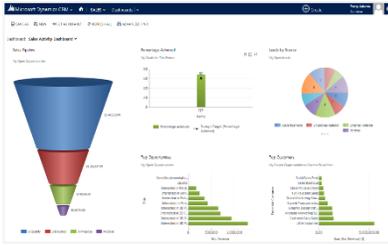
Planning and management

Hit your numbers by setting goals, monitoring results, and providing feedback and coaching in real-time. Motivate sales reps through creative and fun team-based competitions, with FantasySalesTeam, from Microsoft. Built-in best practices ease on-boarding of new sales reps and standardize customer engagement.
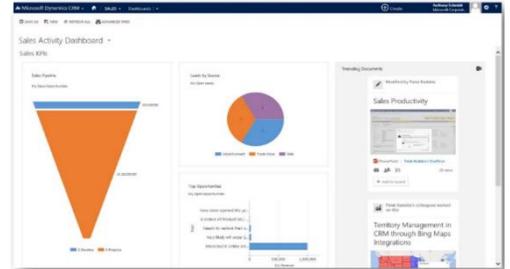
Content collaboration

Create personalized sales documents as a team with Word templates and real-time co-authoring through Office 365. Manage contextual CRM documents across SharePoint, Office 365 Groups, and OneDrive for Business. Relevant content comes to you with Delve based on what you are working on and who you're working with.

Mobile sales

Work on the go with rich, modern mobile apps that provide contextual news and social data, and task flows for quickly completing frequent activities. Quickly manage data using intuitive natural language voice commands to create new records, schedule meetings, set reminders, and find information. Get work done anytime, anywhere with intuitive, familiar apps for tablet and smartphone that work online or offline.

Sales intelligence

Sell smarter with lead scoring from InsideSales.com, cross-sell recommendations from Cortana Analytics Suite, and trending documents from Delve inside CRM dashboards. Discover new insight with Power BI's pre-built, interactive dashboards and reports, advanced visualizations, and natural language Q&A. Gain visibility into sales performance with at-a-glance dashboards and contextual charts inside CRM.
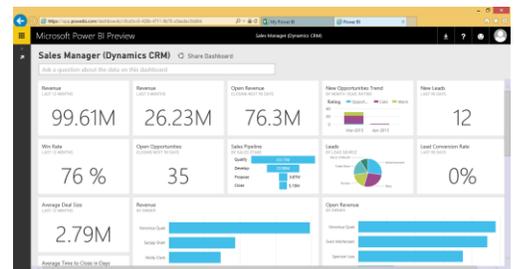
Global Availability

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

Predictive intelligence
Sell smarter with cross-sell recommendations from Cortana Analytics Suite and trending documents from Delve inside CRM dashboards.

Sales gamification*
Have a blast selling with fun and creative sales contests that increase sales performance, revenue, and user adoption.

Sales productivity
Boost sales productivity with familiar and intuitive Office 365 solutions such as Outlook across PC/Mac/mobile and Word & Excel templates.

Offline apps
Get work done anywhere, anytime with tablet and smartphone apps that work online or offline.

Mobile task flows*
Complete frequent business processes faster on mobile apps.

Digital personal assistant*
Get a complete and personalized overview of daily priorities, including key sales activities, accounts, and deals embedded in Cortana.

Redesigned Insights UI
Spot customer insight faster with a redesigned UI for customer and people data from InsideView that help sales reps engage with relevance.

* Preview