

Achieving sales success with **Microsoft Dynamics 365** Sales & AI:

Key considerations you need to know





Cut the drudgery

Generate email content including data from CRM and past interactions

Summarize meetings instantly

Simplify tasks like updating customer records while in the flow of work

Connect the data

Answer customer questions immediately

Build connections with summaries of the latest interactions

Get relevant CRM data during meetings



the sale

rolling with reminders and recommendations

Keep the momentum

leads with autogenerated opportunity reports Receive next-

Focus on high-quality

best action recommendations



Continuously improve

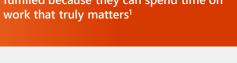
Learn from real-time analysis of conversations and interactions

Quickly search content using natural language

Identify best practices and practical techniques



89 percent of workers with access to automation and Al-powered tools feel more fulfilled because they can spend time on work that truly matters1





We have seen that sellers are more likely to 32% of seller time is adopt and use tools that solve their most 32% spent selling critical challenges.

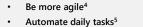
What do people want from their CRM platform?



68% is spent on non-



revenue-generating activities²



Make information more⁶

Save time³

Meet customer needs in real-time





companies would respond faster to their changing needs7

87% of customers increasingly

expect relevant, personalized

information based on their

64% of customers with

decision journey8

meet customer demand for personalized experiences with: Real-time insights Contextual and relevant customer

Unlock the full potential of your customer

data to elevate customer experiences and

- journeys

Next-generation AI is easy to use, but training can take results to the next level. Here are three things to focus on.

3 top skills to train







60%

60% of business

owners expect AI to

drive sales growth9



84% of executives believe

that audit of Al models

will be required within

the next 1-4 years¹⁰

of responsible Al

with Al capabilities, it's important to choose solutions that meet high standards of ethics and responsibility. Microsoft uses six principles to guide development and use of Al-enabled tools.

When you're looking to empower your sales team



3. Privacy and security

84%



1. Fairness

2. Reliability and safety

Get practical guidance for

empowering your sales team with Dynamics 365 Sales

SuperCell365 is a Microsoft partner with the expertise to guide your business in unlocking the benefits of an Al-powered CRM. Read our new e-book, "The future is here: unlock the power of Al for your sales team," to discover how Al helps sellers and sales leaders transform how they work.

Contact us now:

Read Now

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- 2023 Microsoft Business Trends Survey of 4,500 business decision makers (BDMs) in the United States, the United Kingdom, and Japan Can Al Really Help You Sell?, Harvard Business Review, 2022 Work Trend Index | Will Al Fix Work?, Microsoft, 2023 2023 Microsoft Business Trends Survey of 4,500 business decision makers (BDMs) in the United States, the United Kingdom, and Japan 2023 Microsoft Business Trends Survey of 4,500 business decision makers (BDMs) in the United States, the United Kingdom, and Japan 2023 Microsoft Business Trends Survey of 4,500 business decision makers (BDMs) in the United States, the United Kingdom, and Japan 2023 Microsoft Business Trends Survey of 4,500 business decision makers (BDMs) in the United States, the United Kingdom, and Japan "The human paradox From customer centricity to life centricity" Accenture, 2022 "Want to pull ahead of the pack! Ramp up data-driven capabilities." Deloitte, 2022 How Businesses Are Using Artificial Intelligence In 2023 Forbes Advisor 2023 KPMG US Al Risk Survey Report, KPMG, 2023

