

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

What do people want from their CRM platform?



the sale

rolling with reminders and recommendations

Keep the momentum

Focus on high-quality leads with autogenerated opportunity reports

Receive nextbest action recommendations



Continuously improve

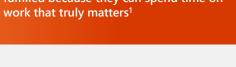
Learn from real-time analysis of conversations and interactions

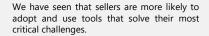
Quickly search content using natural language

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





- Save time³
- Be more agile⁴ Automate daily tasks⁵
- Make information more⁶



spent selling 68% is spent on non-

32% of seller time is



revenue-generating activities²

Meet customer needs in real-time





companies would respond faster to their changing needs7

87% of customers increasingly

expect relevant, personalized

64% of customers with

87%

focus on.

2.

information based on their decision journey8

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

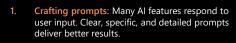
Unlock the full potential of your customer

data to elevate customer experiences and



iournevs





Iteration: Unlike traditional computer programs,

where there is only one way to do things, Al responds to subtle changes in your approach.

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



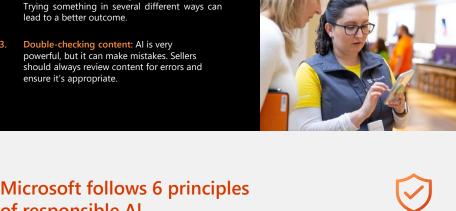


60%

owners expect AI to

drive sales growth9

60% of business



ensure it's appropriate.

of responsible Al

2. Reliability and safety

1. Fairness

When you're looking to empower your sales team 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.

- Get practical guidance for empowering your sales team with Dynamics 365 Sales

4. Inclusiveness

3. Privacy and security 5. Transparency

84%

6. Accountability

84% of executives believe

Finsights Ltd 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:

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Read Now

Website: https://fliciinsights.com

Microsoft Business Trends Survey of 4,500 business decision makers (BDMs) in the United States, the United Kingdom, and Japan AI Really Help You Sell?, Harvard Business Review, 2022 k Trend Index | Will AI Fix Work?, Microsoft, 2023 | Microsoft Business Trends Survey of 4,500 business decision makers (BDMs) in the United States, the United Kingdom, and Japan Microsoft Business Trends Survey of 4,500 business decision makers (BDMs) in the United States, the United Kingdom, and Japan Microsoft Business Trends Survey of 4,500 business decision makers (BDMs) in the United States, the United Kingdom, and Japan human paradox. From customer centricity to life centricity. Accenture, 2022

Businesses Are Using Artificial Intelligence in 2023 – Forbes Advisor | KPMG US AI Risk Survey Report, KPMG, 2023

