

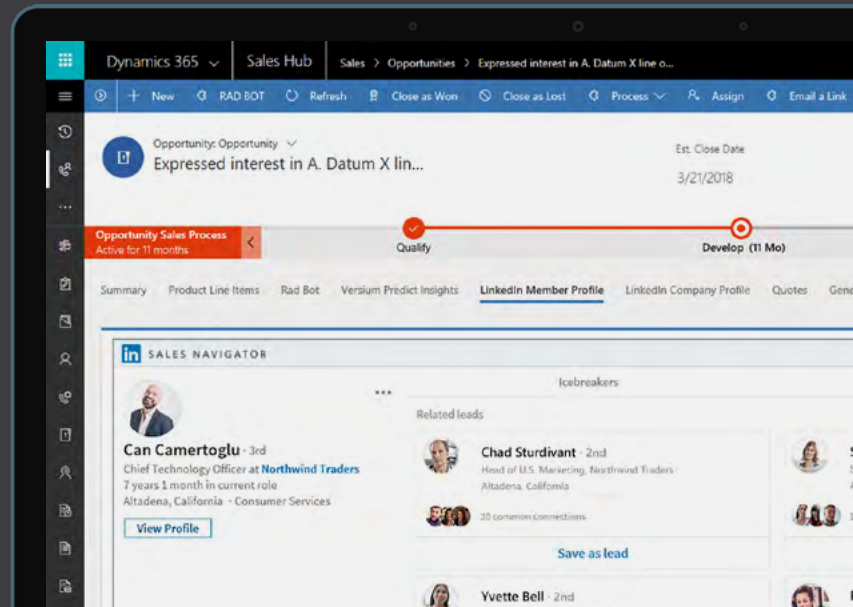


Turn relationships into revenue

Relationship Selling leverages intelligent tools that empower modern sellers to find the right decision-makers, offer recommendations based on actual customer needs, and build personalized one-on-one relationships at scale.

““Our sellers] engage every customer on a personalized, consultative, one-to-one level.”

Nitesh Aggarwal
Associate VP of Global Sales Effectiveness, Infosys



With the combined power of LinkedIn Sales Navigator and Microsoft Dynamics 365 for Sales, modern sellers can foster stronger relationships with buyers through authentic and personal engagement.

By unifying data from multiple sources—including LinkedIn, customer engagement data points, and productivity data from Office 365—sellers can get a 360-degree view of their buyers, so they can better understand their needs, propose personalized solutions, and build strong, long-lasting relationships.

The benefits of Relationship Selling



Put buyers first with relationship selling

Build trust with insights centered on specific customer needs, and easily manage relationships at scale with integration between LinkedIn and Dynamics 365 that unifies data and processes.

77% of buyers don't believe that the salespeople they deal with **understand their business**.¹



Connect with customers on social media

Find opportunities and nurture relationships with embedded intelligence that highlights relevant conversations to join and recommends content to share.

Sellers gain a **57% higher return on investment from social selling** compared to a 23% return using traditional tactics.²



Engage customers with personalized content

Quickly create personalized sales documents with familiar Office 365 tools that enable simultaneous collaboration and editing.

Leads who are nurtured with targeted content produce a **20% increase in sales opportunities**.³



Integrated with LinkedIn Sales Navigator

Microsoft Relationship Sales solution brings together LinkedIn Sales Navigator and Microsoft Dynamics 365 for Sales to empower sellers to drive more personalized and meaningful engagement with buyers.

Sellers received **35% larger deals when using Sales Navigator** to connect with decision makers.⁴

Turn relationships into revenue with Dynamics 365 for Sales.
Visit the Dynamics 365 for Sales website today to learn more.

1. Forrester Research, Inc., "Q4 2013 North America and Europe Executive Buyer Insight Online Survey," 2013. 2. Sales for Life, "Social Selling 2017 Trends Report," 2017. 3. DemandGen International, Inc., "Convert and track leads for better results," 2015. 4. LinkedIn, 2018.