

Incremental

Improving sales
productivity with
Dynamics 365 Sales

Building profitable relationships

Building long term and profitable relationships has never been harder, with an average of 10 people involved in each buying decision and 20% of professionals changing role each year. Sellers are left with a huge challenge.

Relationship selling is the concept of building these long-term relationships with your customers that will lead to future sales. It requires rethinking the way you communicate as a seller— not just in the tools used, but in the way you use those tools to reach out, engage, and develop deeper connections.

Adopting a relationship selling strategy can help you build trust among your customers. And as trust in your company grows, so does customer spend. Loyal customers spend 67 percent more than new ones and turning your prospects into loyal customers is a winning strategy that requires strong relationships.

Dynamics 365 Sales is Microsoft's market leading CRM solution designed to enhance our sales team's productivity and manage your customers. Nucleus found that organisations using Dynamics 365 Sales, LinkedIn and Office 365 achieved a 12-15% increase in productivity¹. In this guide we discuss how Dynamics 365 Sales makes your sales team more productive and helps you build profitable relationships.

This guide will cover:

1. Challenges facing modern sales teams
2. Dynamics 365 Sales
3. Unifying the seller experience
4. How Dynamics 365 Sales helps
5. Price and licenses
6. 9 favourite features of Dynamics 365 Sales
7. What does the market say about Dynamics 365 Sales



1. <http://info.microsoft.com/rs/157-GQE-382/images/EN-CNTNT-Whitepaper-NucleusReport.pdf>

Challenges facing modern sales teams

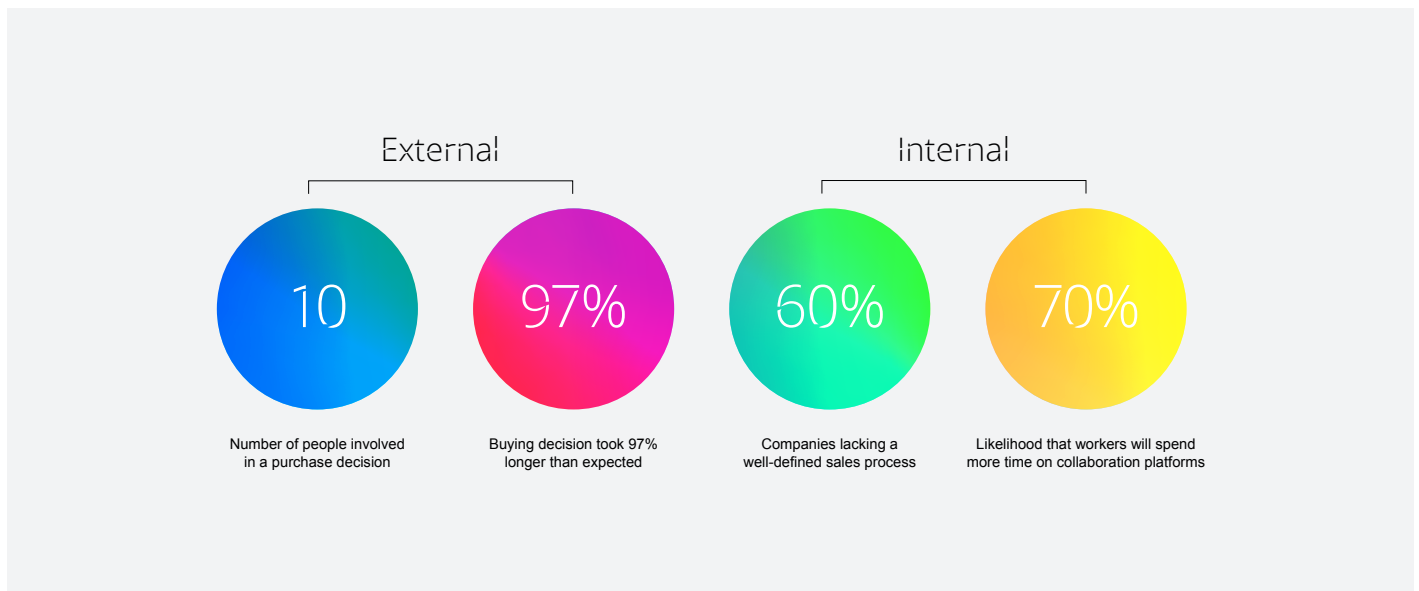
Age of distraction



One of the consequences of living in the digital era is that we are bombarded with information, short on attention, and driven to distraction. And sellers are not immune.

Sellers have to navigate data, processes, and tools while making sense of conflicting or unclear expectations. In fact, 59% of sellers say they have too many sales tools, and 50% don't know what's expected of them. And non-selling activities consume 64% of a seller's time, leaving only 36% of their time for selling. According to Accenture's analysis, distractions reduce sellers' performance by 14%, a significant cost to organisations.

Complexity

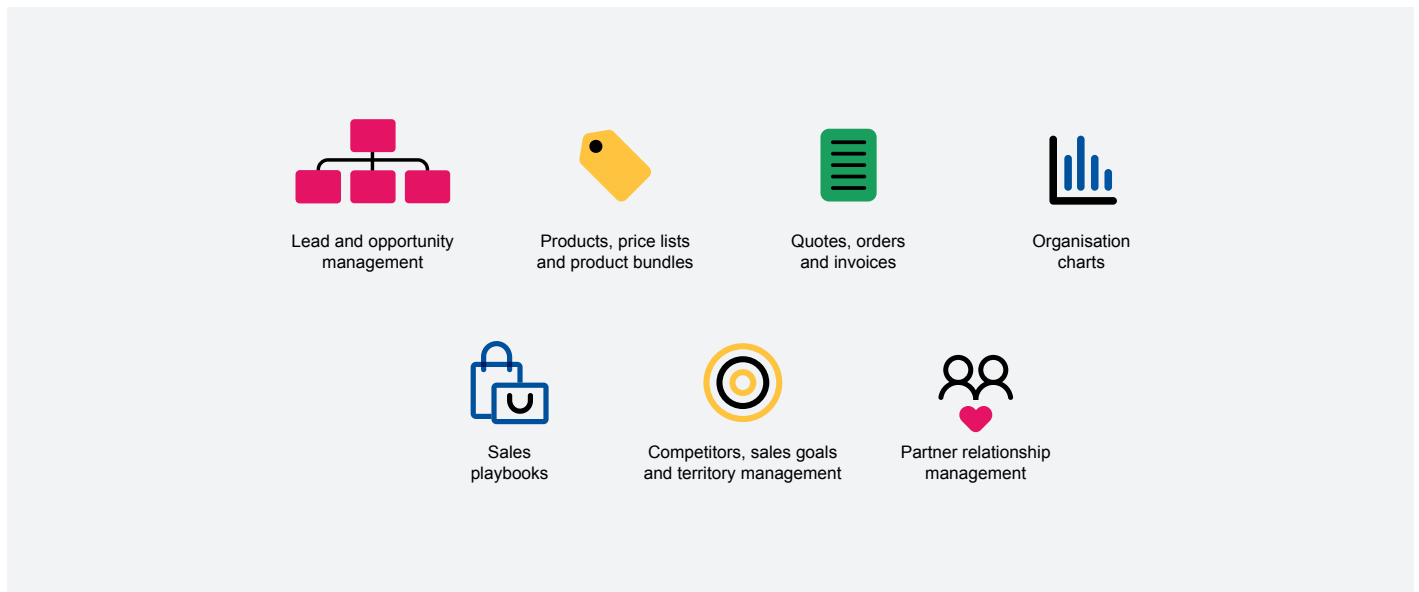


In addition to distractions, sellers face increasing complexity in today's sales environment. Sellers have to juggle an average of 10 stakeholders for every purchase decision. It's no wonder the buying decisions took 97% longer than expected. Yet 60% of companies lack a well-defined process, further contributing to the long sales cycles. In addition, the need to work with different functions and people requires more collaboration, adding to the complexity of the sales process.

What can sales leaders do to drive sales productivity in an environment filled with distractions and complexity?

Dynamics 365 Sales

Dynamics 365 Sales is Microsoft's leading CRM solution. It is a flexible, cloud-based solution that provides sales functionality out-of-the-box and is easily tailored to suit your organisation.



Boost productivity – Seamlessly connect business process data with Office 365 and LinkedIn data to save time at every step of the process, allowing you to focus on what counts.

Track Sales Performance – With analytics dashboards showing historical and predictive data you have greater visibility of sales performance and your team activity.

Tailored to you – Easily shape the system to your sales process, extend and connect to other apps and services you already use. Decide on your target industries and buyer personas, personalise your dashboard to show everything you need to know at a glance.

Sell smarter with artificial intelligence (AI) – Get recommendations and guidance at every stage of the process with built-in intelligence, helping you move deals and prospects forward.

Make it Personal – Using the integrated LinkedIn Sales Navigator, easily find out everything you need to know about your target audience and engage at a personal level.

On the road – Dynamics 365 Sales is fully accessible anywhere on any device, through the web browser interface, Outlook integration or mobile application. Ensuring improved information and access for your sellers, when they are out selling.

Unifying the seller experience



The capabilities in Dynamics 365 Sales empower your sales team with more intelligence and analytics, deeper integrations with LinkedIn and Office 365, and consistent user experience for web, mobile, and across clients (provided through the Unified Interface framework).

The Microsoft suite brings together disparate data - from a CRM system with Dynamics 365 Sales, productivity and email with Office 365, and social networks with LinkedIn Sales Navigator - to unify the selling experience around relationships.

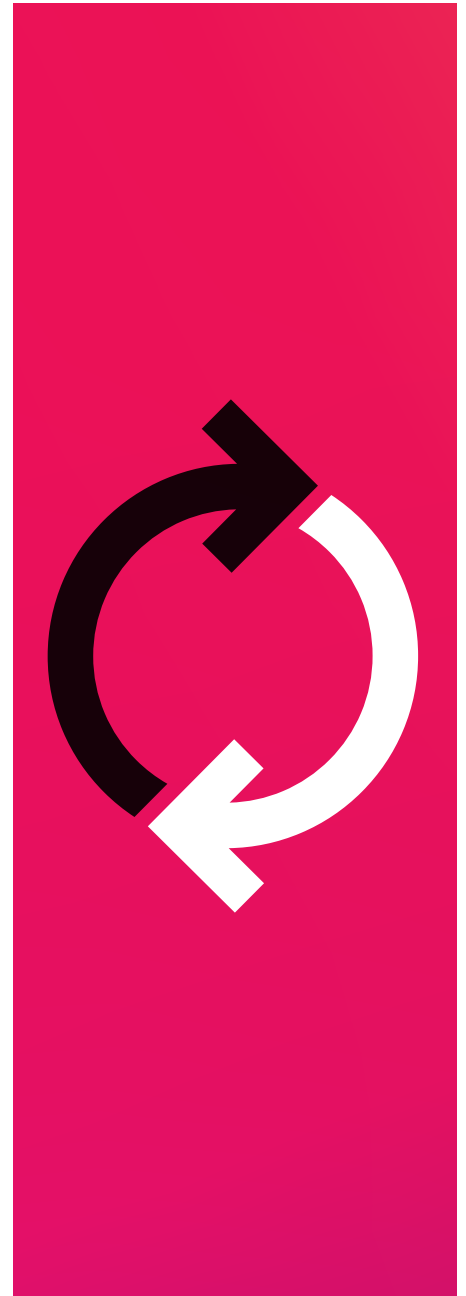
Microsoft Relationship Sales is a package that combines the power of LinkedIn Sales Navigator and Dynamics 365 Sales to unify the seller experience and enable sellers to focus on building and maintaining personalised 1:1 relationships. Nucleus found that users of Microsoft Relationship Sales achieved a 12-15% increase in productivity². With customer-centered insights, sellers can deliver at scale the authentic and personal engagement that today's buyers demand. The solution not only brings together disparate data across transactional systems, productivity systems, and social networks, but also provides unique insights for sellers to leverage when interacting with their buyers.

2. <http://info.microsoft.com/rs/157-GQE-382/images/EN-CNTNT-Whitepaper-NucleusReport.pdf>

How Dynamics 365 Sales helps sellers

Let's take a look at how Dynamics 365 helps sellers focus on what's most important.

1. As sellers juggle an increasing number of stakeholders, it gets harder to tailor and personalise interactions. Dynamics 365 Sales provides a holistic view of the customer's interaction history, so sellers have the context and knowledge to personalise every interaction with buyers.
2. To prevent distractions, organisations need to narrow down the optimal choices for sellers. With Dynamics 365, sellers get guidance toward optimal outcomes. Directly inside the sales records they are working on, sellers see the specific steps needed to move the deal forward.
3. Many sellers are unclear of what's expected of them. Is it just to close deals? Is it to build pipeline? Is it to acquire new customers, or retain existing customers? Frequently, goals conflict, creating distractions for sellers. Dynamics 365 provides contextual, real-time dashboards for sellers and leaders so the entire sales team knows what metrics to focus on and can take coordinated action toward the organisation's specific goals.
4. New sales tools, if not intuitive and integrated into the seller's daily routine and workflow, will become a distraction. With Dynamics 365, sales capabilities are embedded inside familiar tools such as Office 365 where sellers already work. For example, sellers can create a new lead or view sales data about Dynamics 365 contacts and leads while working in Outlook. And sales teams can easily collaborate across functions and geographies with Dynamics 365 customer information and sales document sharing directly from Microsoft Teams.
5. Today's sellers work on the go. Modern sales tools need to support this contemporary mode of work. Dynamics 365 enables sellers to work anytime, anywhere with the mobile application across web, phone, and tablet. Sellers stay productive with mobile-optimised capabilities like voice-enabled commands, contextual news, and task flows that make it quick to conduct sales activities while on the road.
6. With more and more people involved in sales deals, sellers need new ways to collaborate. Dynamics 365 helps sellers collaborate on sales documents and stay connected to conversations around deals with Teams integration. You can even collaborate with customers or colleagues from other functions, while maintaining complete control over the data.

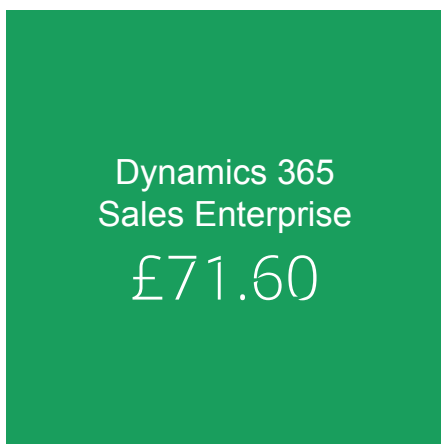


Price and licenses

The pricing is based on a per user per month basis as it's a cloud-based subscription service. The main license option is Dynamics 365 Sales Enterprise. Organisations need to hold a minimum of 5 Sales Enterprise Licenses in order to get the solution.

You can also purchase team member licensing for employees that require limited access. Team member licensing is available but does require you to hold some Dynamics 365 Sales Enterprise licenses. This provides users with the ability to read and approve, run all reports and employee self-service.

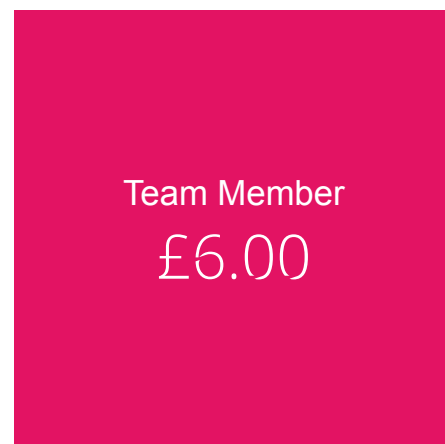
Microsoft Relationship Sales combines the power of LinkedIn Sales Navigator and Dynamics 365 Sales.



Dynamics 365
Sales Enterprise
£71.60



Relationship Sales
Dynamics 365 Sales Enterprise
+ LinkedIn Sales Navigator
£91.32



Team Member
£6.00

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Our 9 favourite features of Dynamics 365 Sales

We asked our CRM consultants and commercial team what their favourite features of Dynamics 365 Sales are. Here are the top 9:

360-degree view of the customer. Capture a complete profile of your customer from first interaction through to post sale – record customer data, understand their interests and preferences to target them with personalised and tailored marketing communications. Hold information on their industry and what they are responsible for, add LinkedIn profiles and personalised notes to effectively manage the relationship.

Outlook integration. Create contacts and leads directly from your email application and easily transfer related email threads and customer information into Dynamics 365 Sales. Schedule and manage meetings with your customers using Outlook and have visibility of them to ensure you have a complete view of customer activity – no matter what application you are using.

Sales Reporting. The built-in reporting makes it easy to see where you and your sales team are against targets to help manage individual performance. Each team member has a personalised dashboard showing them exactly what they want to know about their leads, and opportunities. Plus, you can easily connect it to Power BI to further enhance reporting.

Click to contact. Full integration with Microsoft Teams and easy connections with Outlook allows you to make contact with your customers quickly.

Map functionality. It sounds simple but having a map automatically generate when you have an address for every account or contact is a really useful tool when you have a busy day of meetings at different customers.

Marketing lists. Quickly create lists for the marketing team to manage targeted customer communications. The easy to use functionality allows you to filter all your contacts and accounts using a number of different methods to get to the right target audience.

Business process flow. Get instant visibility of every stage of your sales process – see what stage of the sale you are at, what actions have already been completed and what needs to be done to progress and close the deal.

Office 365 integration. Gain visibility of all the documents you're working on and seamlessly navigate from one application to another whether it be Dynamics 365 Sales, Outlook, Word, Excel, PowerPoint or OneNote.

Any device. You can log in using the web apps or you can download the mobile app for your devices. It offers a consistent experience with full functionality available and access to your dashboard, contacts, opportunities and everything else you need while on the go.



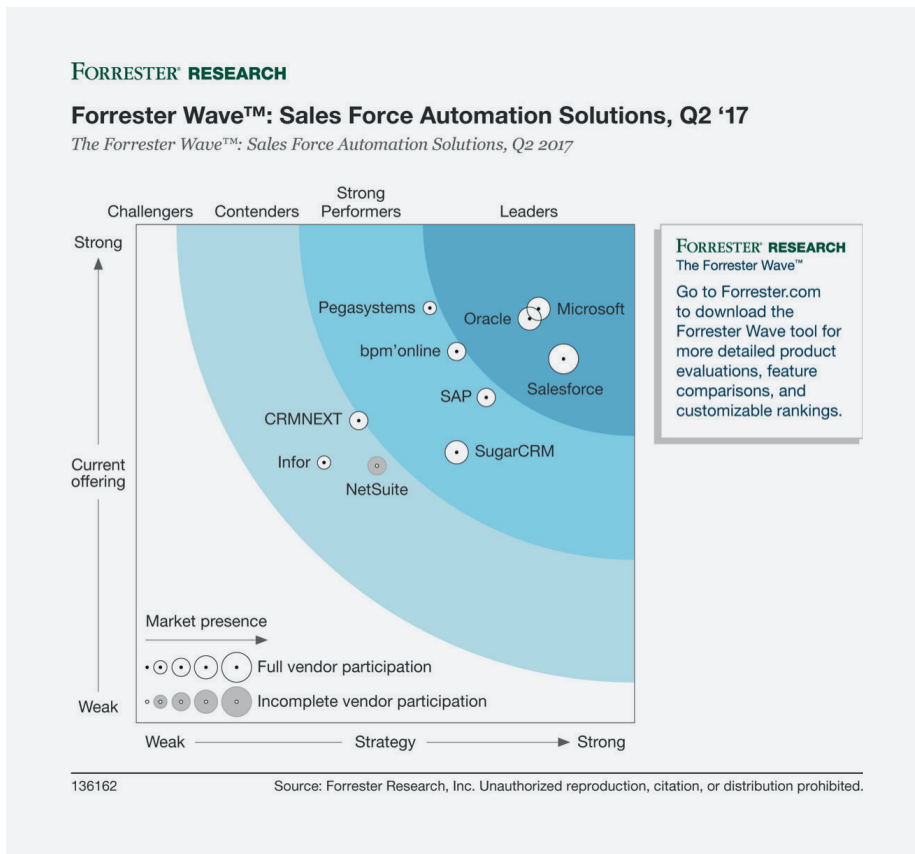
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What does the market say about Dynamics 365 Sales?

In this section we explore what market leading analysis company Forrester has to say about Dynamics 365 Sales.

The report placed Microsoft in the LEADER ripple, tied at the top for “current offering” combined with a perfect score on product vision in the “strategy” section. It is important to note that Microsoft leads all vendors in product vision as well. Microsoft received perfect scores in six different categories, the most among companies in the report. In addition to the strong placement, the write-up puts an emphasis on Dynamics 365’s strength in productivity and intelligence. Forrester concludes: “Microsoft is a best fit for companies looking to capitalise on the productivity gains of their other Microsoft cloud investments, namely Office 365, and those companies that are bullish and looking to disrupt their peers with AI and machine learning.”

In another report, Forrester identified the main financial effects noticed by organisations using Dynamics 365 Sales. Showing the huge ROI received, this was driven by productivity gains and increased in sales.



ROI:
302%

Additional sales volume:
1.8% of gross

Daily user productivity reclaimed:
53mins

Financial summary showing three-year risk-adjusted results

Source: Forrester Research Inc

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Incremental Group is a leading Microsoft gold partner that supports organisations with the full suite of Office 365 and Dynamic 365.

Interested in learning more about Dynamics 365 Sales?

Book a briefing session where one of our Dynamics 365 Sales consultants will provide a full product overview and demonstration.

[Find out more »](#)