Sink or Sell

Your Guide to Modern Sales Survival

Stay focused, win faster, and build trust with modern productivity tools.

Microsoft

The #1 factor driving customer loyalty is the sales experience. When 5,000 customers were surveyed by CEB, they indicated that the sales experience impacted their loyalty by 53%, a higher percentage than product and service delivery, company and brand impact, and even value-to-price ratio.

This e-book shows you how to transform your sales organization to deliver an amazing customer experience by adopting modern sales productivity technologies. It describes these tools and how the value of an integrated platform can help your salespeople increase customer loyalty.

When your sales team is equipped with the right tools, they can stay focused, win faster, and build trust in this cloud-first, mobile-first world.

CEB, 2015. "Sell How Your Customers Want to Buy."
https://www.cebglobal.com/exbd/sales-service/challenger/b2b-loyalty-drivers/index.page

A sales world turned upside down

It's no secret: selling has changed. In our hyper-connected world, people find a wealth of product and service information on their own, bypassing the salesperson. Product descriptions, customer reviews, and competitive comparisons are universally available. Prospects form opinions and narrow their choices long before engaging with vendors. When they do engage with a salesperson, they expect a fast response tailored to their needs.

In addition, a few unhappy customers can unravel years of great marketing through social media. Salespeople need up-to-the-moment information about what their competitors, peers, and prospects are talking about and doing.

Now is the time to set a goal to delight and satisfy customers with your products and services.

Microsoft has woven core capabilities into its modern workplace tools to enable salespeople to thrive in a sales world turned upside down.

With integrated sales technologies, you can adapt to changes and customer needs quickly by working together and using Microsoft Dynamics CRM and Microsoft Office 365 productivity tools. You can listen to conversations within your company using Yammer, an enterprise social network, and tap into conversations outside your company with Microsoft Social Engagement. Microsoft Dynamics CRM helps you by integrating marketing and sales campaigns to optimize leads and close opportunities.

These capabilities can help unify and ignite your salespeople to close deals faster and better engage with customers.
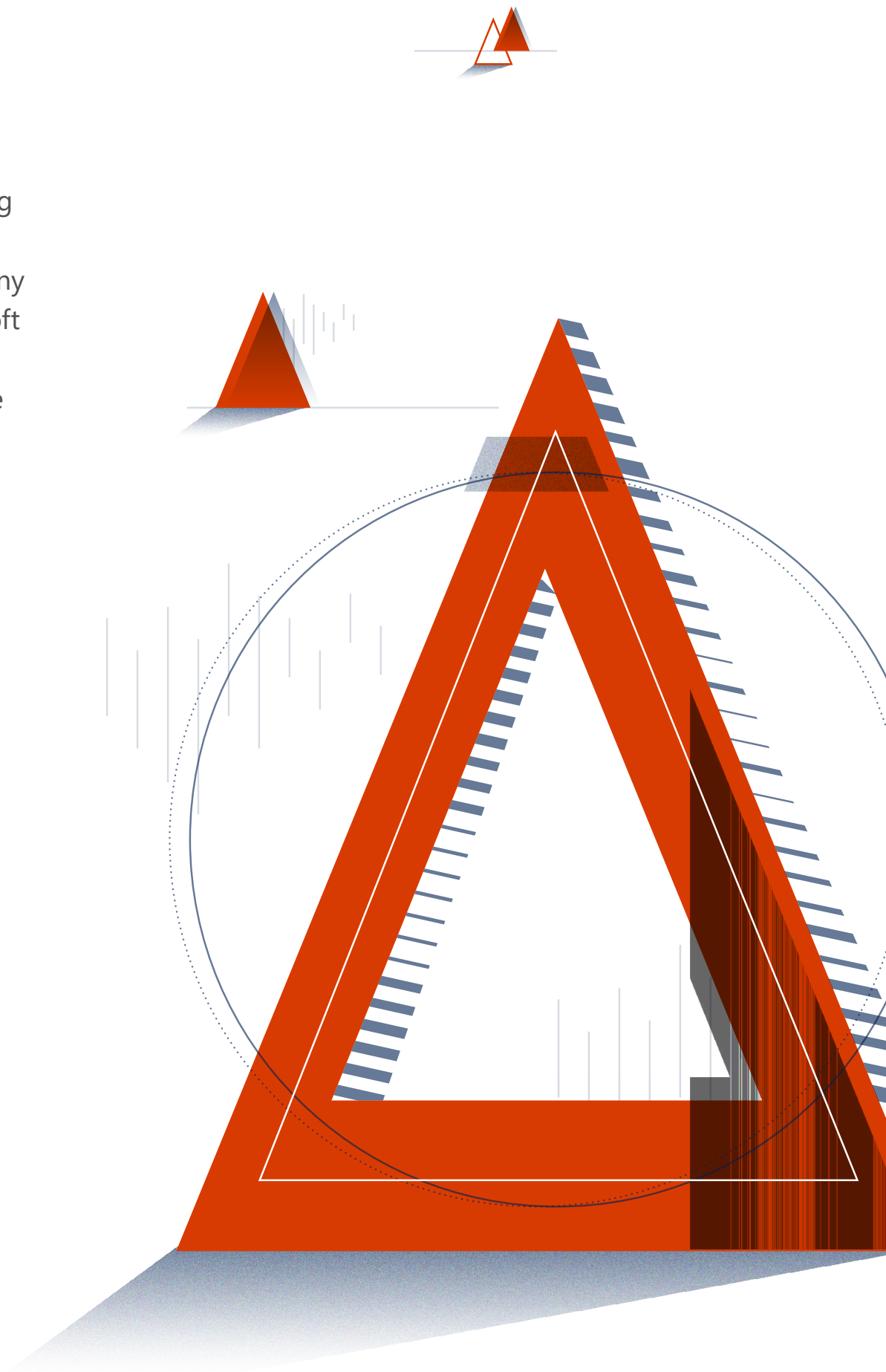
"Using the Microsoft Cloud, we are building a way of understanding who our fans are, where they are, and what they want from us."

José Ángel Sánchez
Chief Executive Officer,
Real Madrid C.F.

Tools for the modern way of selling

Salespeople can now make selling more efficient by taking advantage of a variety of Microsoft's modern sales features that are integrated into the familiar Office tools that they use every day.

Microsoft Dynamics

Gain a clearer understanding of your customers and the topics that matter most to them with Microsoft Dynamics CRM, which now includes Microsoft Social Engagement.

Office 365

The Office suite includes the latest version of Office, SharePoint Online, Yammer Enterprise, OneDrive for Business, and Skype for Business. It works seamlessly with Microsoft Dynamics CRM, making collaboration, sharing documents, and communicating—whether online or offline—effortless and more effective.

Skype for Business

Hold team meetings with 10,000 people or give special attention to one prospect with a single click, without ever leaving Microsoft Dynamics CRM. Fully integrated with Office 365 applications, Skype for Business empowers salespeople to collaborate in real time, from virtually anywhere.*

Microsoft Power BI

Transform your data into rich visuals so salespeople can focus on what matters most. Use Power BI to provide rich sales reports, interactive charts, and dashboards that combine real-time data from various sources.

* Skype for Business is not currently available in Office 2016 for Mac.

Change the way you sell to close deals faster.

Focus on the right prospects and make informed decisions.

In years past, salespeople were given a quota or target and told to fill it. They were left to their own means to either sink or swim. For many, that meant cold-calling a simple target list and entering sales statuses into a basic system so executives could see the pipeline. Using the CRM system was just another administrative task for salespeople. That clearly doesn't cut it anymore.

"Within a few months of implementation, we have observed that the lead generation rate has gone up by up to 30%."

Arun K. Gupta
Director,
WPPL

Leverage insights to find the best prospects.

Today, salespeople need analytical tools to help them determine the best prospects to pursue. By using integrated sales productivity tools like Microsoft Dynamics CRM, Office 365, and Power BI, salespeople can gather insights into common characteristics that can be matched against traits of current customers, helping them target the prospects most likely to buy.

Customer relationship management (CRM) systems are becoming more than sales reporting tools. Microsoft Dynamics CRM provides salespeople with a guided sales process, from identifying prospects to closing a sale. Microsoft offers a CRM solution that interoperates seamlessly with the productivity tools that salespeople use daily, including Outlook, Excel, Word, and other communication and collaboration tools. This provides an exceptional experience and improves sales productivity.

<div style="display:inline-block;background:#E8490F;color:white;padding:4px 12px;">**HOW TO**</div>

Get the inside view of your prospects.

InsideView, included in Microsoft Dynamics CRM, enables salespeople to extract data so they can target specific markets with their service and product offerings, enabling better sales campaigns. It gives them access to more than 50 million company and individual profiles, aggregated from 30,000 global sources— including LinkedIn, Facebook, and Twitter.
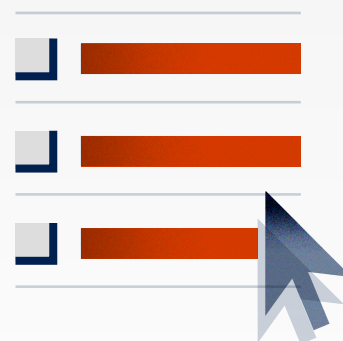
With InsideView, you can:
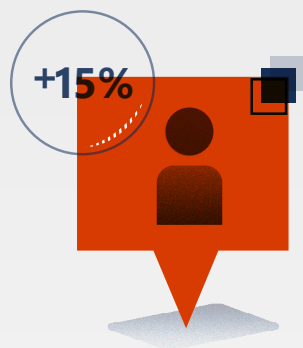
Increase win rates by up to 15% by capitalizing on insights from breaking news and alerts, social media buzz, and more.
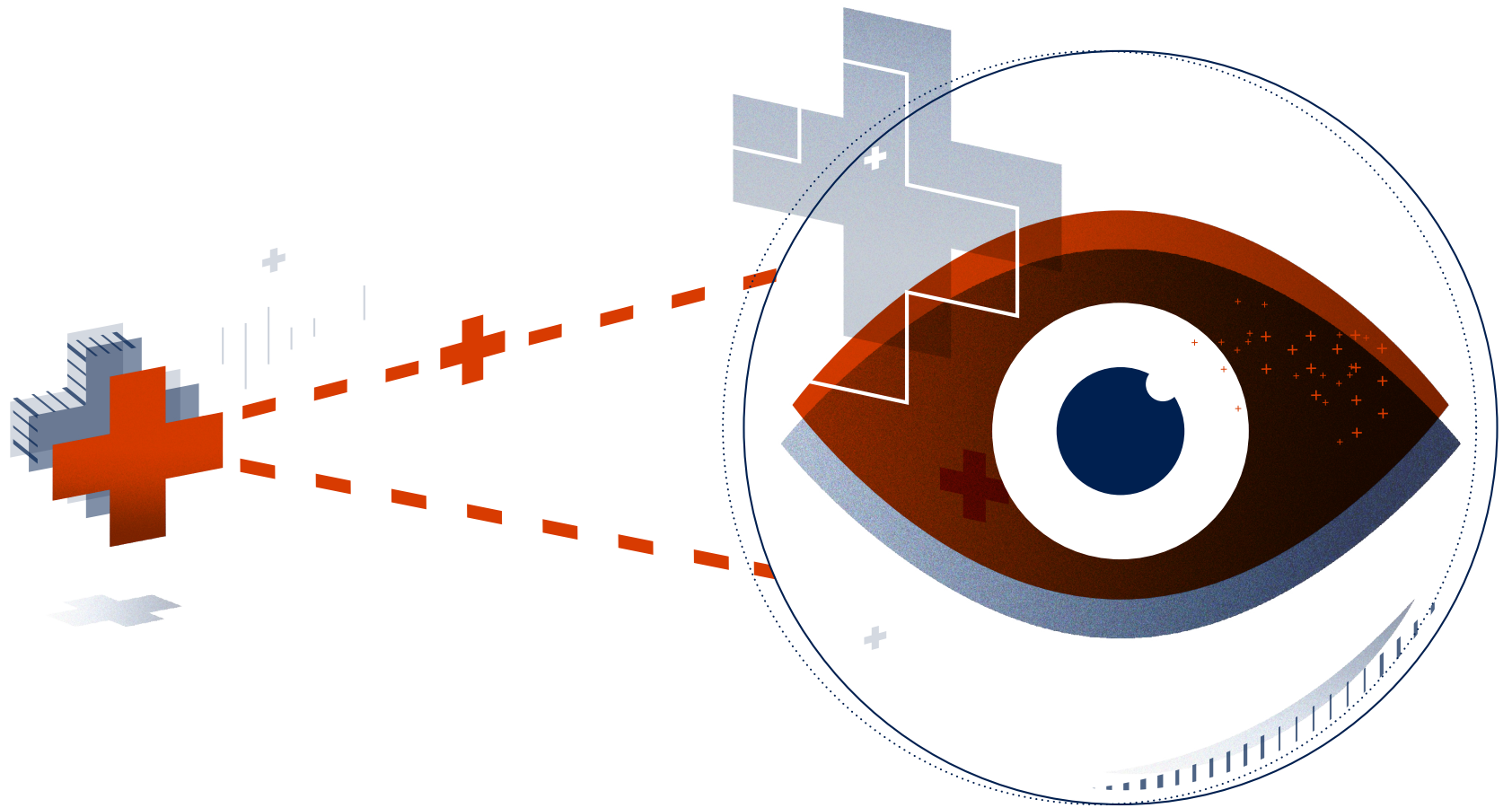
Save time spent on pre-call research by more than 70% by having all the intelligence you need in one place.

Cut costs by eliminating data subscriptions and list purchases.

Create lists of prospects and update previous lists with accurate data and one-click sync.

Improve visibility into your prospects.

Salespeople have a 360-degree view of the customer in Microsoft Dynamics CRM. They always have access to key contacts, purchase history, and previous customer communications across all channels. In addition, by using Microsoft Social Engagement, they can also understand issues current customers may be having. And they can access this information from virtually anywhere on any mobile device using any platform—Windows, iOS, or Android.

When salespeople understand the events, situations, social activities, and sentiments that influence customers, they can engage them in more personalized and compelling conversations by delivering the right message to the right place at the right time.

"The combination of Microsoft Dynamics CRM and Microsoft Social Engagement allows us to really personalize our communications to our customers."

Paul Hume
Development Manager of Emerging Technologies, Marston

Make better decisions.

Sales leaders need insights into every deal: what closed, what didn't close, deals in process, and deals that are nearly there. With familiar data analysis tools like Excel and simplified integration of external third-party data sources with your CRM system, you can improve visibility into sales performance. By using dashboards and easy-to-create sales reports to provide sales insights, sales leaders can make better decisions, identify top performers, coach developing reps, share best practices across the team, and share the sales pipeline with executives.

"Insights from Microsoft Power BI have been a game changer for us," says David Peterson, Trek Bicycle's enterprise collaboration manager. "It has enabled us to be more productive as well as better allocate our time and resources—and when combined with the rest of the Microsoft solutions, it's helping Trek break out further from the pack."

Sell effectively.

Do you realize how little time salespeople spend selling? Only 22%, according to Pace Productivity's report, "How Sales Reps Spend Their Time."[2]

They spend the rest of their time on administrative tasks, such as updating CRM and looking for content to include in sales presentations. Management spends most of its energy on hiring, onboarding, and analytics, while salespeople struggle to use the basic systems and processes needed to do their jobs, according to Docurated's report, "State of Sales Productivity Report."[3]

80% of companies that rate ramping salespeople as "very important to reach quota" report that their systems aren't connected or streamlined.[3]
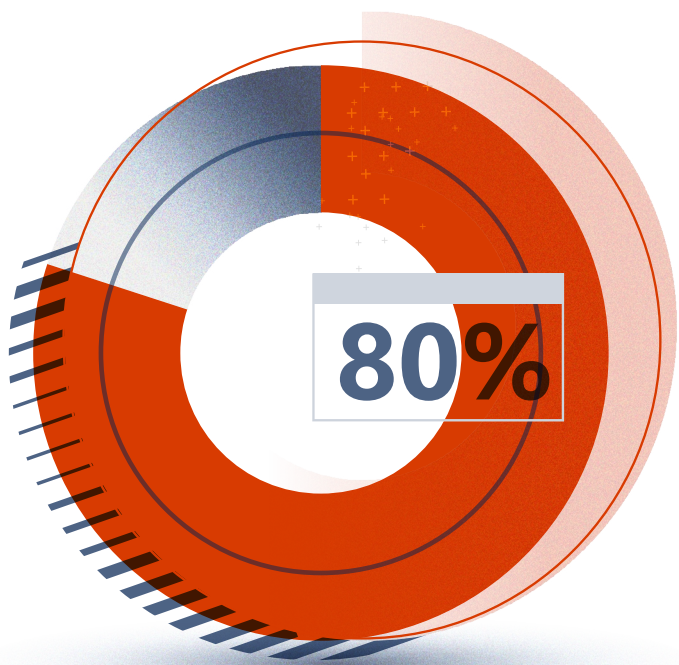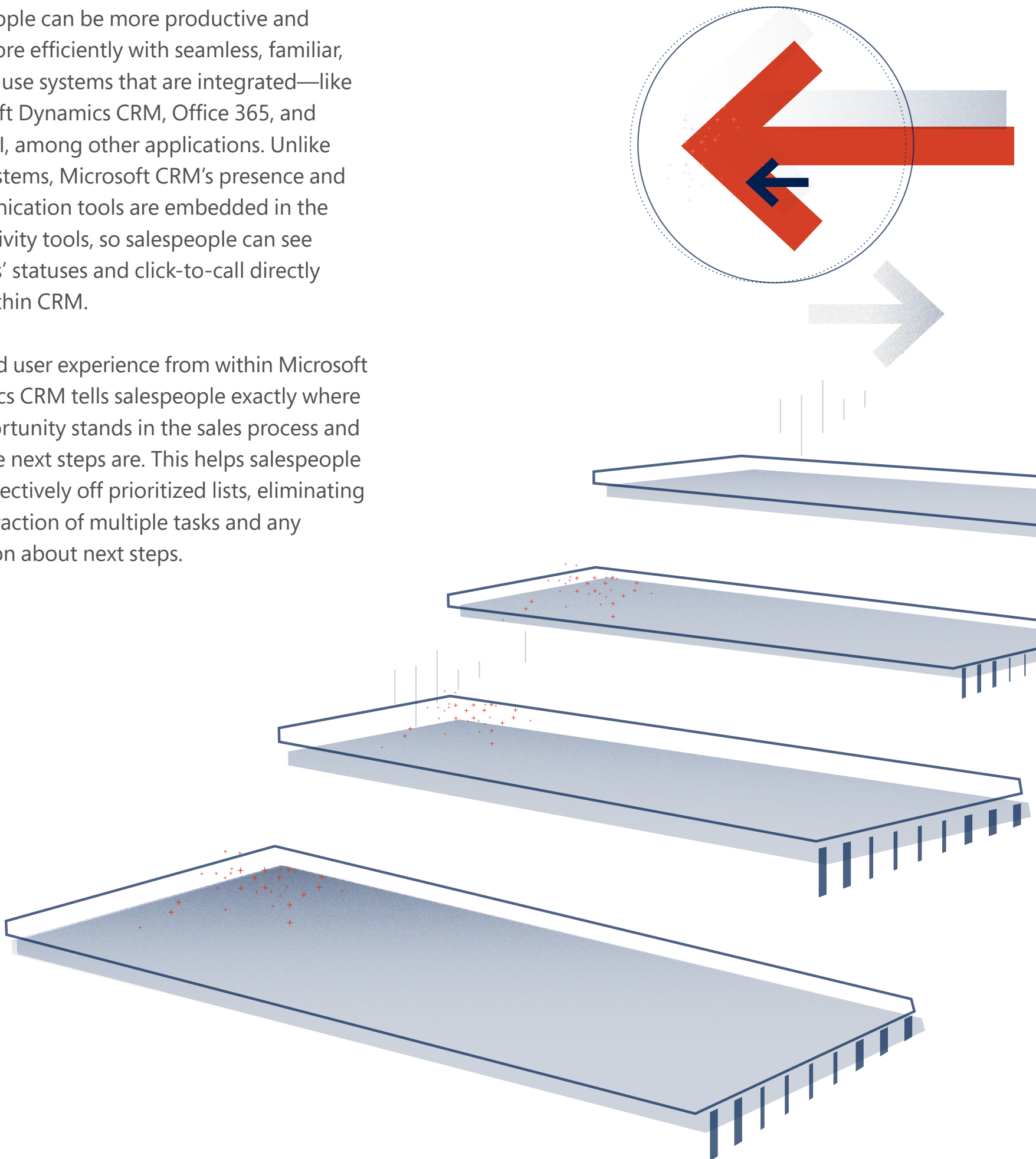
80%

Pace Productivity, Inc., 2010. "How Sales Reps Spend Their Time." http://www.paceproductivity.com/files/How_Sales_Reps_Spend_Their_Time.pdf

Docurated, 2014. "State of Sales Productivity Report."

Be more productive.

Salespeople can be more productive and work more efficiently with seamless, familiar, easy-to-use systems that are integrated—like Microsoft Dynamics CRM, Office 365, and Power BI, among other applications. Unlike most systems, Microsoft CRM's presence and communication tools are embedded in the productivity tools, so salespeople can see contacts' statuses and click-to-call directly from within CRM.

A guided user experience from within Microsoft Dynamics CRM tells salespeople exactly where an opportunity stands in the sales process and what the next steps are. This helps salespeople work effectively off prioritized lists, eliminating the distraction of multiple tasks and any confusion about next steps.

Sell as a team.

Salespeople can quickly tap into expertise from the entire organization and get help on strategic deals by taking advantage of the organization's collective knowledge to help sell more. They can view colleagues' presence during customer meetings and use instant messaging or video conferencing to bring in experts to immediately answer customer objections or questions.

When creating sales proposals in Microsoft Word or PowerPoint, sales teams can co-author the proposal with colleagues.* Salespeople can get instant feedback and advice through Yammer. And with Microsoft, you can trust information and devices are highly secure.

"It's not just about using the technology. Our workforce today is more connected—and more productive. People see the interactions and work more efficiently, and that ultimately allows us to serve our clients better."

Rick Stow
Head of Client Relationship Management, Grant Thornton

* Co-authors must be using Office 2016 or Office Online.

"**Microsoft Dynamics CRM makes our sales personnel more effective by reducing the amount of time they spend on non-value-add activities and by creating more time to spend with customers.**"

Joe Tarulli
Corporate Sales
Development
Manager, Pyrotek

Free the sales team to work virtually anywhere.

In today's mobile world, salespeople can't afford to be tethered to their desks. Your salespeople can be productive and proactive virtually anywhere, anytime with seamless mobile solutions across phones and tablets using any platform—Windows, iOS, or Android. Sales teams can share information and ideas, and communicate effectively from virtually anywhere with tools like OneDrive for Business and SharePoint Online.

At the end of the day, you can help your salespeople stay focused, win faster, and build trust to drive customer loyalty and grow the business.

"[Microsoft Dynamics CRM Online] allows me as chief executive, when I'm out in the field visiting clients, to get a sense of the overall relationship with the client. That's something I couldn't do before."

Bob Gogel
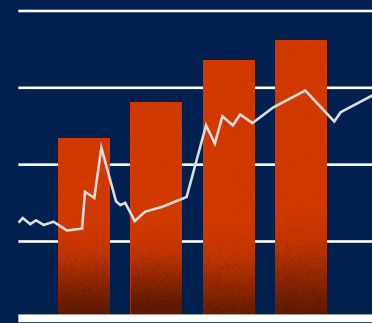Chief Executive
Officer, Integreon

Conclusion

People have changed the way they buy,
so you must adjust the way you sell.

Microsoft's sales productivity solution includes
intuitive features that help ensure rapid,
widespread adoption by sales professionals—
with fast ramp-up time, and low training costs.
You can reduce risk while expanding capacity
with world-class tools from Microsoft, a
longtime productivity leader and trusted
IT vendor.

But those benefits are trivial compared
to the insights and timing that will justify
your investment in your sales networking
environment: better prospecting, improved
team collaboration and information sharing,
and stronger personal relationships.

"Microsoft Dynamics
CRM helped us derive
complete visibility…
which increased our
sales by 90%."

Vijay Desai,
Head-Project Sales,
Godrej & Boyce Mfg. Co. Ltd.

To learn more about sales productivity
solutions that help you sell more and close
deals faster, contact Microsoft at
http://aka.ms/MaximizeSalesProductivity

Sources

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   Opportunity for Sales and IT Leadership," CustomerThink Corp.

2. Pace Productivity, Inc., 2010. "How Sales Reps Spend Their Time."
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