

# How AI helps build better sales relationships, faster

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## Personalize your selling approach to engage leads more effectively

Sellers increasingly need to create more engagement with prospects and customers. The challenge is finding **scalable, actionable insights** to build connections.

Up to **73%** of enterprise data never gets translated into actionable insights.<sup>1</sup>

Unlocking this data helps sellers connect in real time with...



the right leads



the right time



the right message

## Convert faster & drive results

AI gives sales teams actionable insights that help establish a competitive edge. By combining **advanced intelligence** with existing enterprise and buyer data, AI empowers near immediate insights, driving an engaging, efficient sales process.



**75%** of business leaders believe AI will revolutionize their companies in the next three years.<sup>2</sup>

**2X to 3X**

faster sales conversion<sup>3</sup>

**\$800B**

revenue shift in 3 sectors alone over the next 5 years<sup>3</sup>

**27%**

annual revenue growth among insights-driven public companies<sup>4</sup>

So, how can AI enable a customized selling approach?

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## Empower smarter selling

MICROSOFT DYNAMICS 365 AI FOR SALES DELIVERS

Dynamics 365 AI for Sales offers a single **relationship health score** to help sellers focus on the right customers by using intelligence from Dynamics 365, and **predictive lead scoring** to help increase conversions and win rates by finding and prioritizing the prospects with the highest likelihood to convert.

Dynamics 365 AI for Sales unleashes data potential.



Identify the right prospects to focus on.



Leverage colleagues' relationships for a warm introduction.



Build rapport with personalized, real-time conversation starters.



Prioritize leads with predictive scoring and sell faster.



Energize sellers with 1:1 coaching and training that's based on insights.

## Let AI power your sales process for real results

With Dynamics 365 AI for Sales, more of your organization's data helps drive stronger, scalable engagement from buyers, driving your sales team to reach even higher quotas.

[Watch demo](#)

[Learn more](#) on the AI for Sales website

SOURCES:

<sup>1</sup> Forrester, 2016

<sup>2</sup> Harvard Business Review, 2018

<sup>3</sup> BCG, 2017

<sup>4</sup> Forrester, 2017