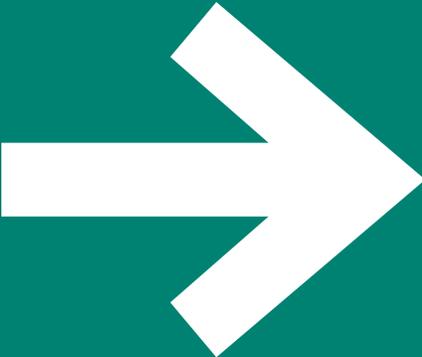


# Give Your Sales Team the Winning Edge: Quick Time to Value with Dynamics 365 Sales Professional





# 1

## Introduction

Business competition is stiffer than ever, and today's sales organisations must make every second with their customers count. This is especially true for small and medium-sized businesses (SMBs) that have fewer resources and more limited brand awareness.

While many large organisations take advantage of sophisticated business software systems, there's a common misconception that these tools are out of reach for SMBs. People believe that

adopting them is expensive, getting started is complicated and that it takes too much time to realise their potential value.

This isn't true. In fact, new solutions have been designed specifically for companies like yours. They're accessible and intuitive, seamlessly integrate with existing applications and workflows, and don't require outside expertise to deploy and get started, so you can realise time-to-value quickly.



## 2

# Level the playing field

SMBs share many of the same pain points as large businesses. They need improved customer experiences, a better sales process and deeper customer insights. Many legacy sales automation solutions still place data in silos. In order to respond to customers, sales teams must manually combine and co-ordinate customer information, sales, open orders, sales pipelines, inventory and supply chains.

The process is rife with the potential for errors, and while sales teams are piecing together customer data, customers are waiting or even worse, moving to competitors. Due to resource constraints, SMBs may operate with more manual touchpoints in this process. This means missing out on important opportunities to personalise and customise data, strengthening interactions with customers at a high enough velocity to stay competitive. Ultimately, that means loss of revenue.

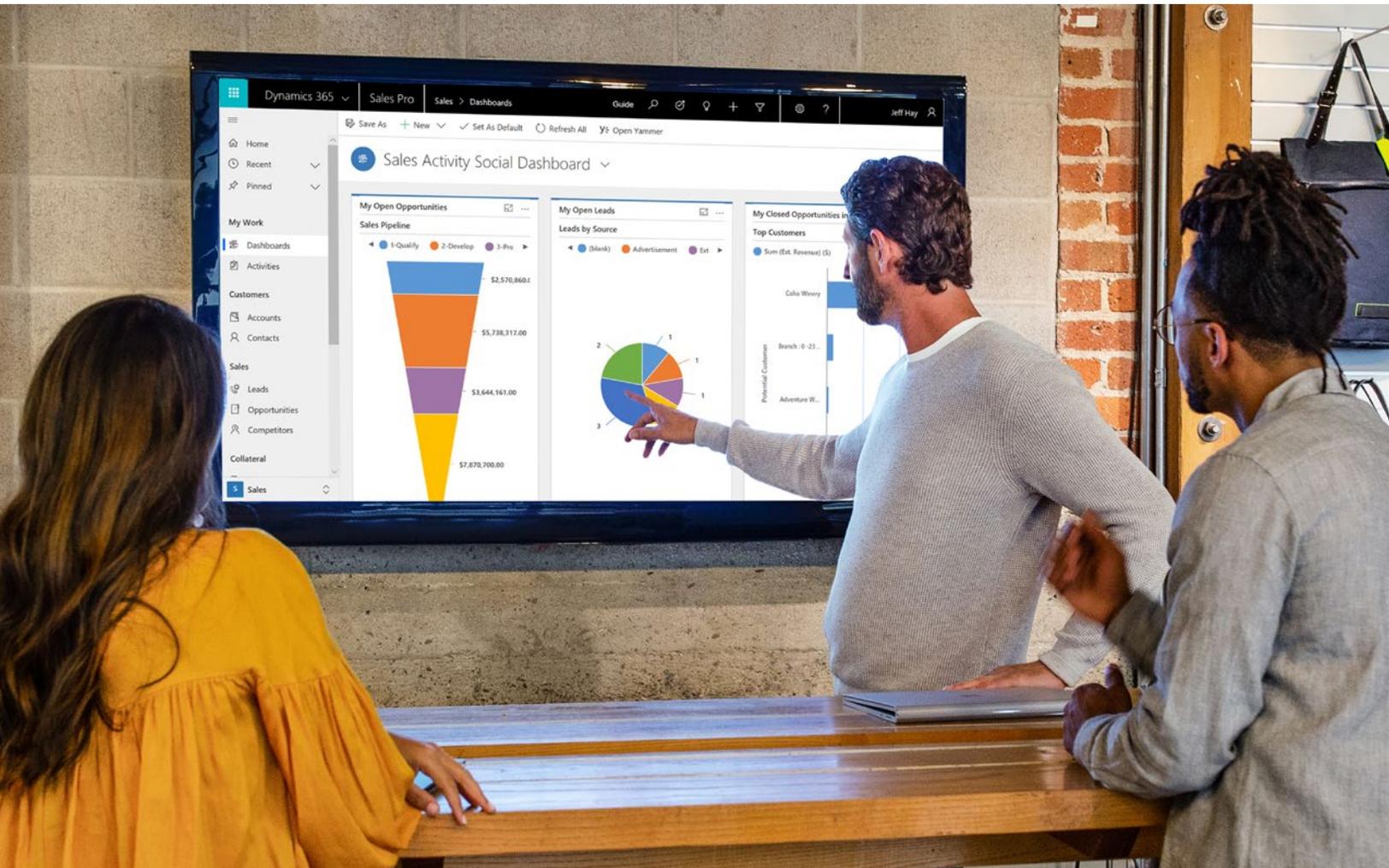


### 3

## Easy and quick to get started

There's a better way. Today's cloud-based applications can effectively talk to each other and share data in ways that weren't possible just a few years ago, automating legacy processes to improve business performance.

Microsoft Dynamics 365 Sales Professional (also known as Sales Professional) works seamlessly with the rest of the Microsoft Dynamics 365 suite, as well as Microsoft Office 365, to help your business today and as it grows in the future.



Sales Professional is quick and easy to adopt. There's almost no learning curve, because Sales Professional doesn't require special skillsets to implement or manage. The solution is up and running quickly, and since it works seamlessly with Dynamics 365 ERP solutions, Sales Professional can grow with you as your company expands.

Sales Professional is designed to help teams collaborate on deals in a modern workspace, create, edit and share sales documents, and even work on the go with mobile applications. This gives companies real-time, cross-organisation access to information spanning business and sales applications that matter to the bottom line. Sales Professional is also flexible, allowing SMBs to configure the application for their specific sales process.

Sales Professional helps your organisation build connections internally to improve business processes and foster a more useful, collaborative flow of information. It can help automate time-consuming tasks to help SMBs stretch their resources and free people up for high-value activities.

For SMBs without distinct business units, Sales Professional becomes your extended team, bringing these capabilities together for you.

Sales Professional enables customers to quickly see the ROI of their investment and is not time-consuming, complicated or only suitable for big businesses. Your teams can start using Sales Professional today using familiar commands.



## 4

# Real solutions for real customers

Imagine your company receives an email from an important customer who needs you to fulfil an order on short notice. Your sales rep checks inventory, straight from her Outlook inbox, and discovers you don't

have enough stock. Still in her email, she creates and sends a purchase order to your supplier to make up the shortfall. Then, in the same interface, she creates and sends a quote to the customer.



## Unlock sales potential from a familiar interface

Because Sales Professional works seamlessly with Dynamics 365 CRM & ERP solutions, your sales team can use familiar productivity tools to access data from finance, sales or operations as needed and respond quickly to opportunities. This powerful cross-application connection delivers an all-in-one solution to shorten your sales cycles and unlock next-level productivity, all from recognised interfaces. You can:



Get up and running quickly with an intuitive, guided experience for connecting Office 365 and Sales Professional.



Manage customer relationships and close deals within Office 365, eliminating duplicate data entry, data reconciliation and inefficient app switching.



Stay productive even while on the road with mobile applications (for Outlook and Sales Professional) that connect sellers to the data and insights they need to manage customer relationships and close deals.



Make better decisions using the most current data and gain strategic insights with integrated customer surveys.

**The result? Your sales team responds more quickly, more effectively, and more accurately to build close and lasting customer relationships.**

To see how quickly your team can benefit from Sales Professional, watch this video on Getting Started:



## Automate processes to free up your employees

The **Minnesota Vikings** professional American football team was able to better qualify player talent by partnering with Microsoft. Previously, the Vikings had a long and arduous process for college talent scouting. They would need to upload, share and review hours of video footage across several areas of the management team. They used Dynamics 365 to simplify the process of video reviews, report creation and sales proposal generation by using a mobile cloud-based solution that was easily employed by scouts on the road. This not only streamlined the video review process, but also delivered reports to help management find new opportunities for growth.

**Leerwerkloket**, based in the Netherlands, provides career counselling to underserved populations seeking a career change or re-entering the workforce. By quickly implementing Sales Professional, they were able to simplify their new client intake process, easily comply with GDPR standards and automatically create reports required by the government. This has allowed employees to focus time and energy on counselling and supporting clients.



Sales Professional made it possible for us to follow a client's journey starting from the intake, the testing, and the advice they received. And that's the thing that makes it worthwhile – coming back to the office and finding out that somebody has followed your advice and found the job that he or she wanted.

**Ricardo Choenni**

Team Leader

Leerwerkloket

## See quick time-to-value through fast implementation

Unlike typical sales solutions, Sales Professional doesn't require technical or specialised resources to implement. A guided process makes set-up intuitive and automatically uses existing Office 365 settings. With out-of-the-box integration, sales teams can access rich capabilities from solutions they already use every day.

This is what happened at Argusi, a consultancy that optimises supply chains and logistics. As business grew, it wanted to automate and streamline its sales processes, but the time and effort required to implement many solutions made them impractical. With Sales Professional, Argusi was able to get up and running quickly with pre-built Outlook integration. As a result, it was able to see results such as higher lead generation and conversion faster.



Sales Professional is very easy to adopt – it is very fast. I love the process that it supports from the first moment of contact all the way up to the sale. You put effort in and you get sales out.

**Bas Groothedde**

Argusi

## 5

# Your next step forward

Sales force automation tools should bring customers closer to your sales team, but operating with multiple siloed applications creates inefficiency and inaccuracies that interfere with that relationship.

Sales Professional is an out-of-the-box sales automation solution with role-based set-up and easy configuration. You can get up and running quickly without the need to spend extra time and money configuring and deploying capabilities you don't need right now.

When you're ready to grow, Dynamics 365 is a flexible and secure platform designed to grow with you. As your sales organisation develops, you can add more advanced capabilities to drive greater customer engagement.

Sales Professional is a seamless solution and ensures your sales force has the data and applications it needs to promote strong and lasting customer relationships, all from within familiar interfaces that require no training.



