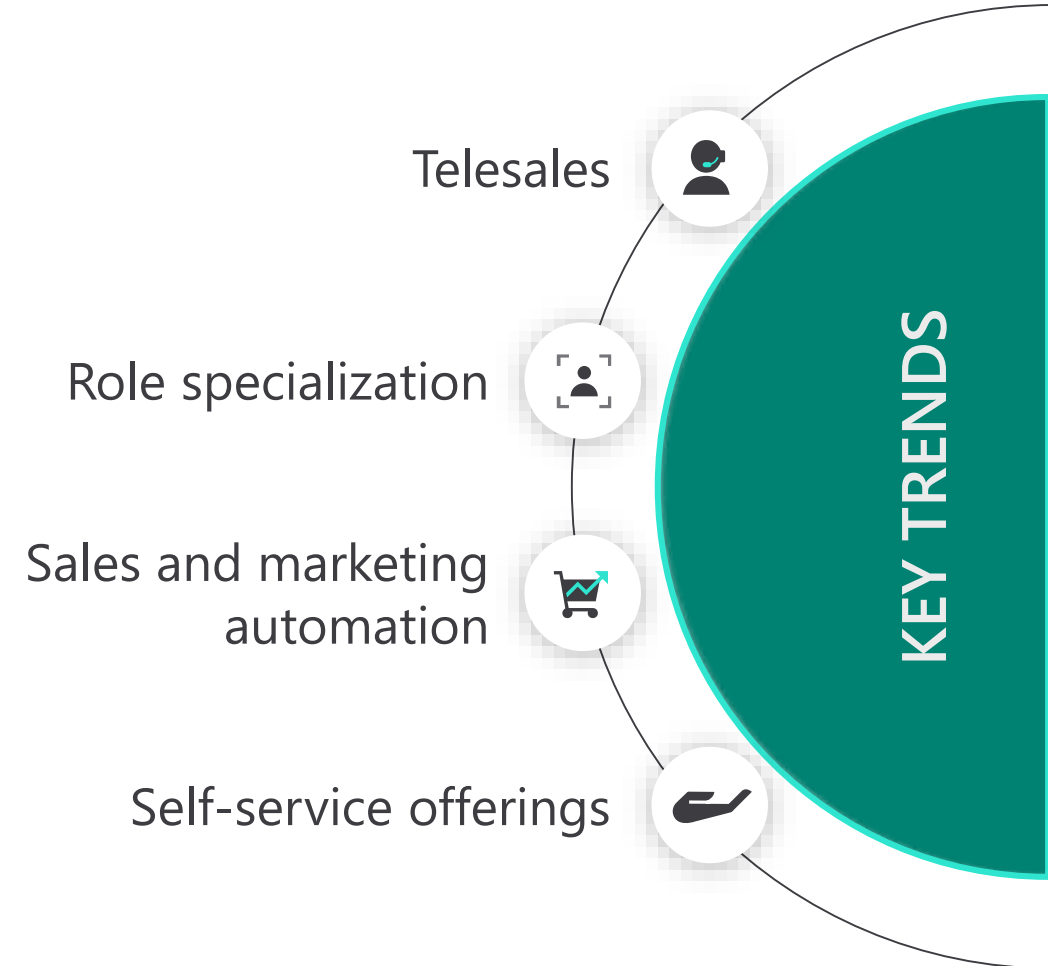
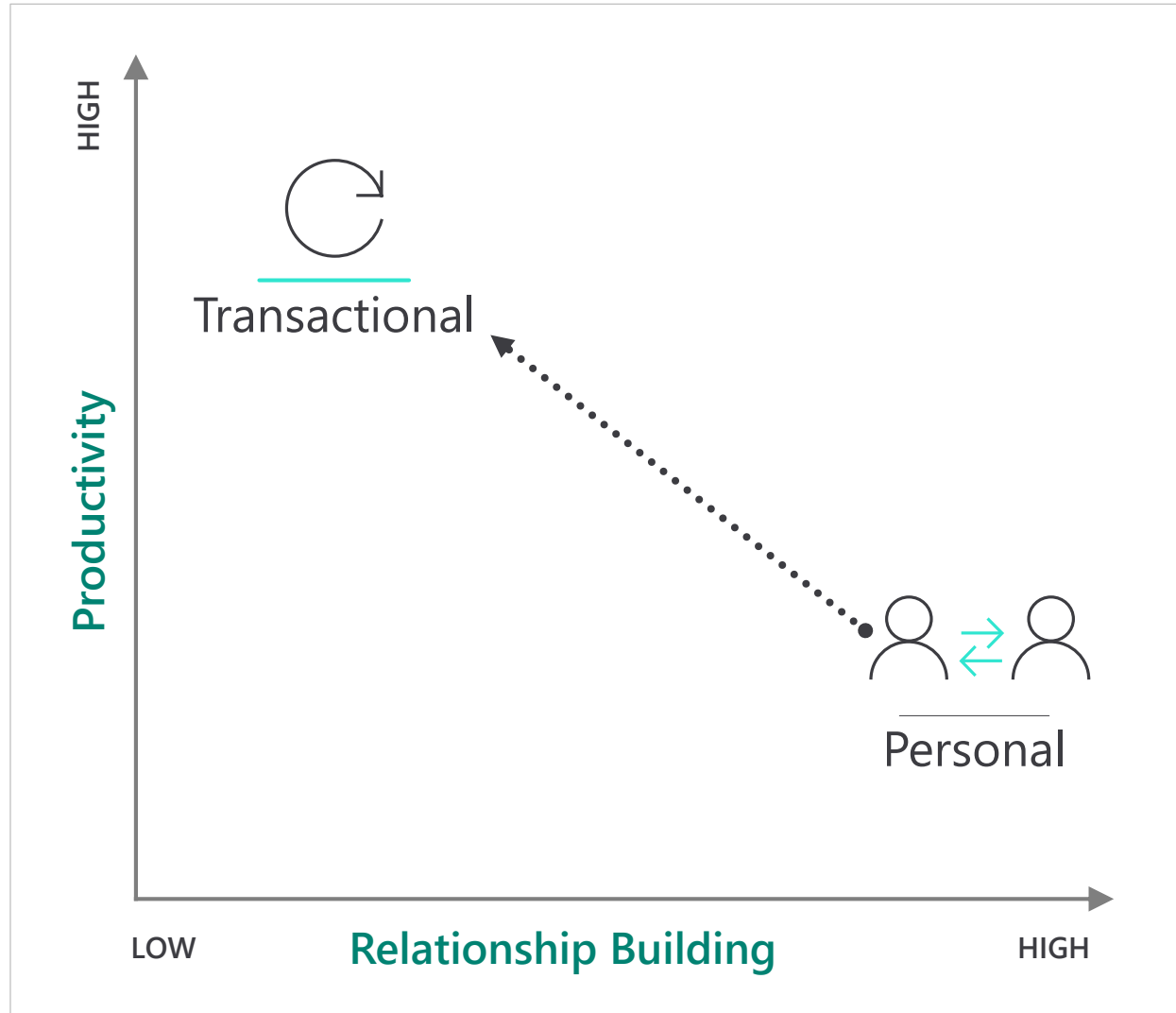


## Relationship selling with Dynamics 365 and LinkedIn

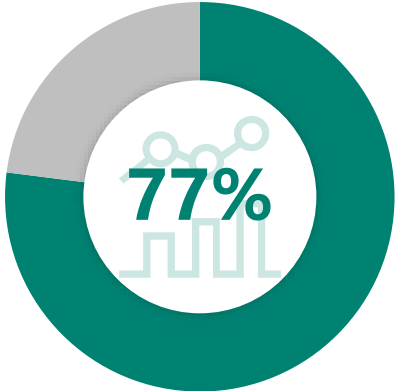
Turn relationships  
into revenue



# Sales teams have become more productive...



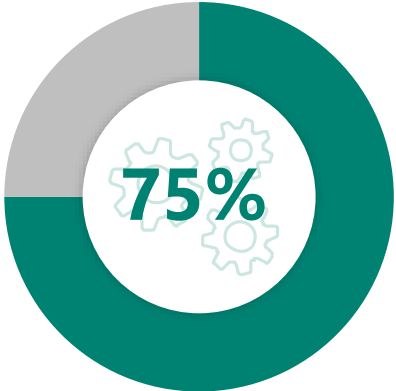
# Modern buyers prefer sellers who...



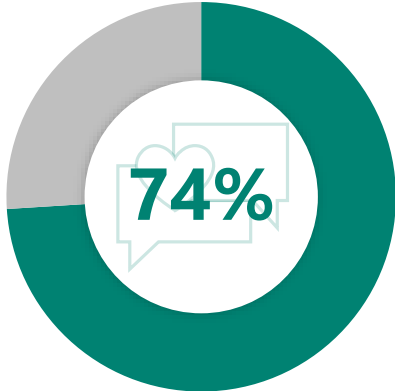
Provide personalized content



Help me learn something new



Show how their product/service impacts my business



Pivot meeting to discuss what I want to talk about

Base: 152 business-buyers with decision making responsibility for products/services that require in-person selling  
Source: A commissioned study conducted by Forrester Consulting on behalf of Mediafly

# Disconnected tools, data, and process



CRM



Productivity and email



Social networks

# Bring relationship data together



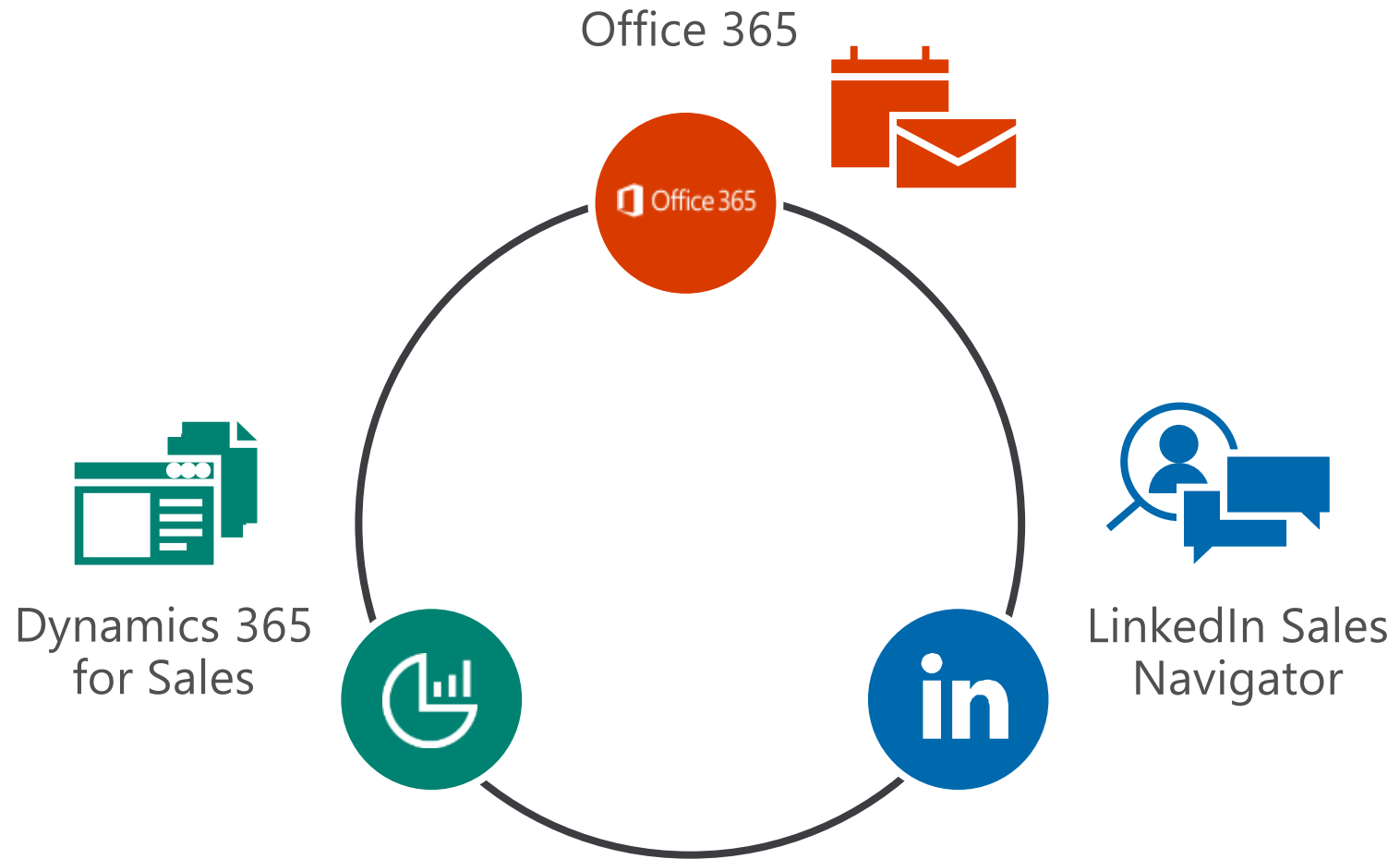
Dynamics 365 for Sales



Office 365



LinkedIn Sales Navigator



# Unify the seller experience



# Rise above the noise with actionable insights





# Build relationships with the right people



Name	Score
Nancy Thomas	100
William Thompson	95
James Davis	95
Nancy Thomas	92
Mary Williams	90
Clarence Miller	70
John Jackson	68



Focus on the right companies and people

**Chad Sturdivant - 2nd**  
Head of U.S. Marketing, North Altadena, California  
20 common connections



Find every member of the buying committee

**Your TeamLink connections (13)**

- Nancy Thomas - 1st**  
Product Marketing Manager  
[View TeamLink](#)

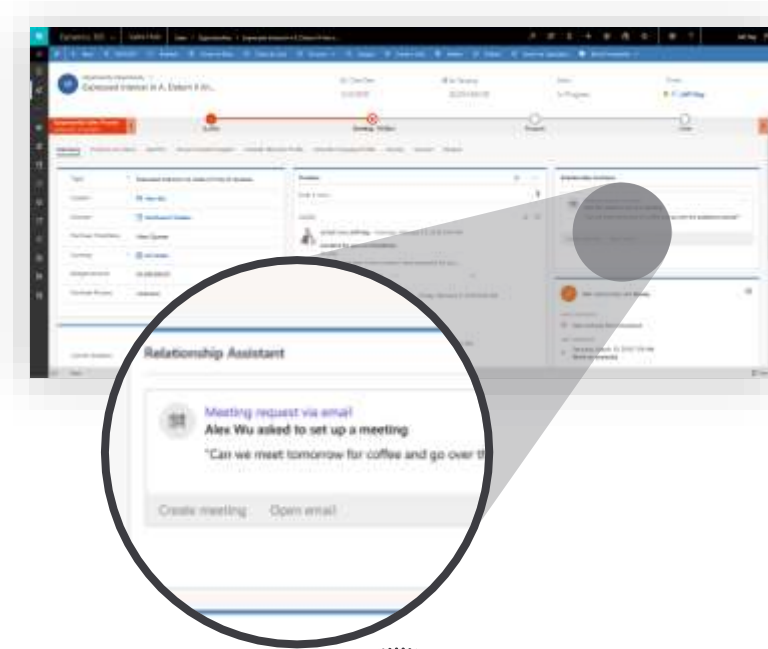
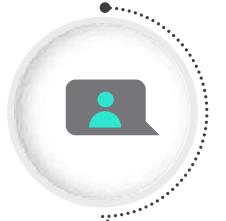
**Your 2nd degree connections (6,496)**

- John Jackson - 2nd**  
Advisor, Leadership Development  
[View Profile](#)

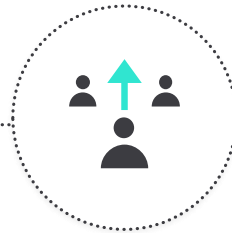
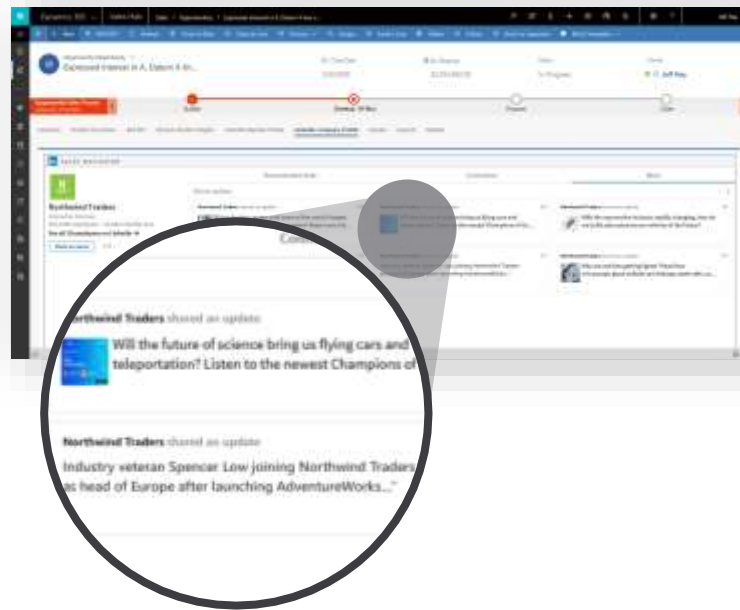


Discover the best path to reach each buyer

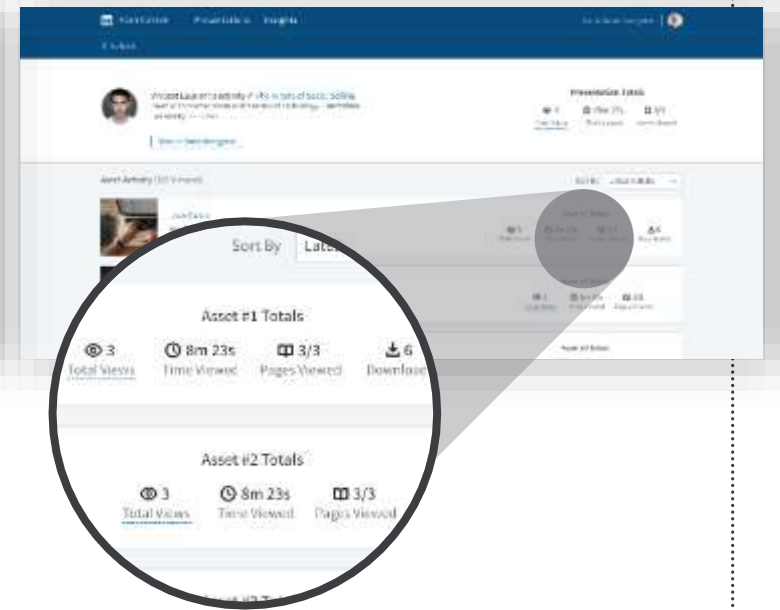
# Offer insights and recommendations



Recommend next best action to build relationships

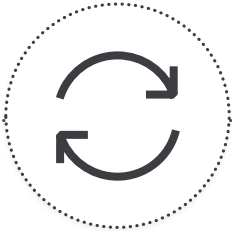
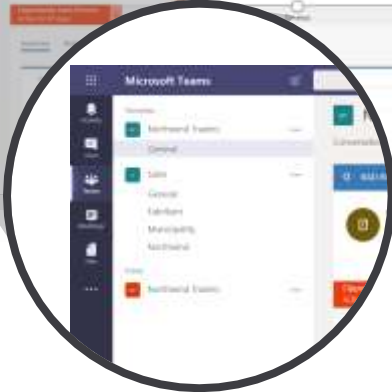
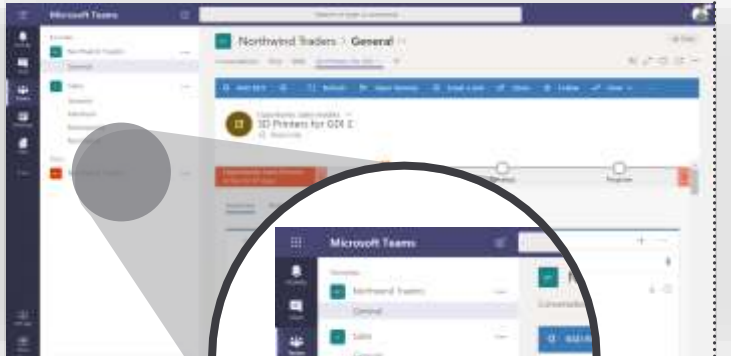
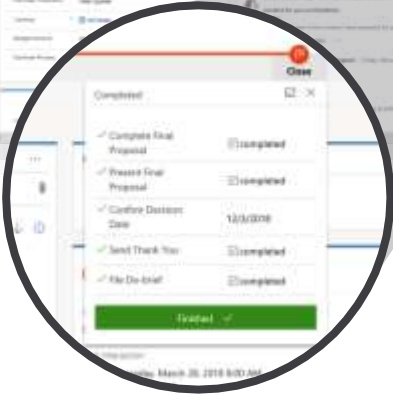
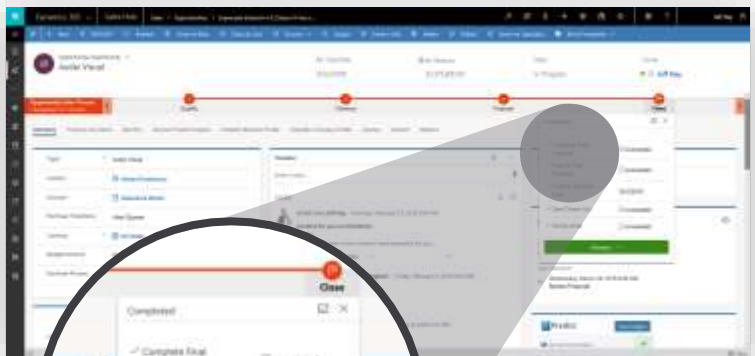
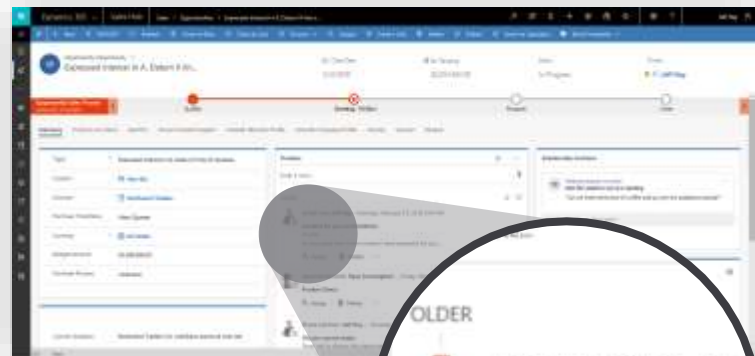
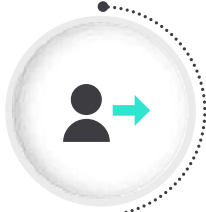


Keep track of buyers and their needs



Engage buyers with personalized content

# Engage at scale



Synchronize relationship data across systems



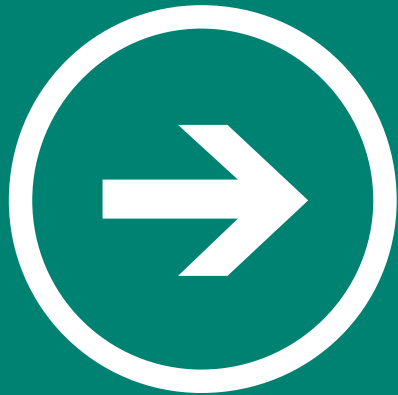
Streamline your sales process



Collaborate using familiar tools

# Next steps

Let's define your  
path to success



We are here to help you make the most of Dynamics 365 for your business.

Contact us today to discuss how you can expand and improve your business with Dynamics 365 or to arrange a Demo.

Email: [support@manageditexperts.co.uk](mailto:support@manageditexperts.co.uk)

Call: **01383 722225** or **0131 2081383**

Online: [www.manageditexperts.co.uk](http://www.manageditexperts.co.uk)



# Appendix

# Microsoft – a leader for the empowered seller

“Microsoft **delivers** on **intelligent** seller **productivity**.”

“With all the **hype** around **artificial intelligence (AI)** and machine learning, **Microsoft** shows considerable **maturity**...”

“The **potential** around analytics only **improves** with its acquisition of **LinkedIn**.”

“Microsoft is a **best fit** for companies...that are **bullish** and looking to **disrupt their peers** with AI and machine learning.”

FORRESTER RESEARCH

## Forrester Wave™: Sales Force Automation Solutions, Q2 '17

The Forrester Wave™: Sales Force Automation Solutions, Q2 2017



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# Sales workload building blocks

