



# Close more deals with connected sales and marketing

## Industry trends

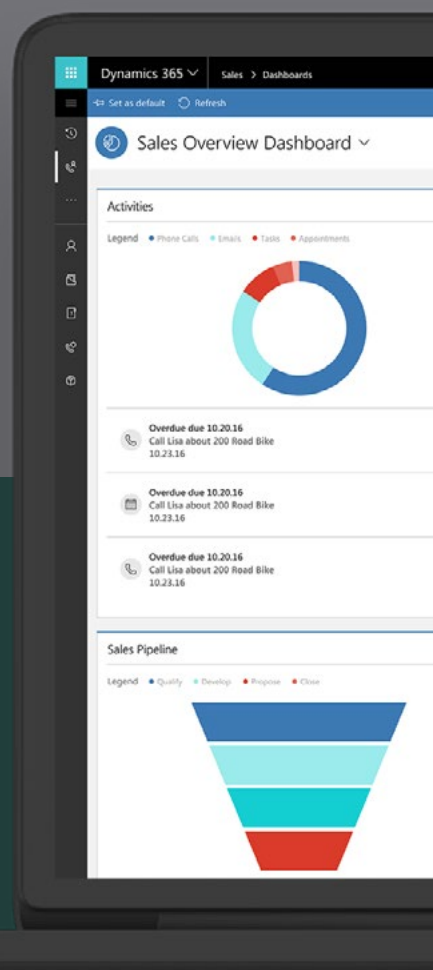
- Tightly aligned sales and marketing functions experience 36% higher customer retention rates and 38% higher sales win rates.<sup>1</sup>
- 57% of B2B purchasing decisions are made before speaking to a salesperson.<sup>2</sup>
- 49% of sales reps ignore more than half of marketing's leads.<sup>3</sup>

## Business pains

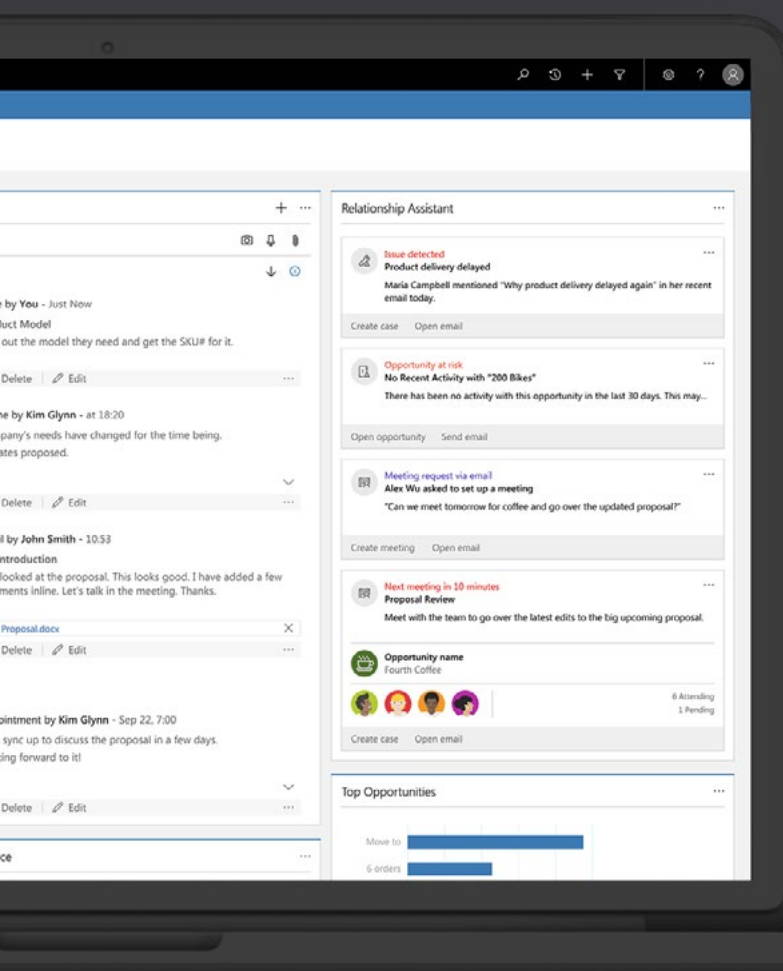
**Siloed customer data**—Sales and marketing teams use multiple and separate platforms and tools to track customer interactions and update opportunities.

**Guesswork**—Both sellers and marketers often rely on guesswork and intuition rather than intelligent insights when targeting customers and making decisions.

**Inefficiencies**—Disparate apps and platforms lack integrations requiring multiple sign-ins and entry duplication.



## Why connected sales and marketing?



Create one view of the customer.



Track prospect throughout their journey.



Hand off sales-ready leads.



Increase productivity.

## Proof points



Connected sales and marketing enables businesses to move from basic email marketing to personalized lead management to close more deals.



Move prospects more efficiently through the sales and marketing funnel with automated workflows that optimize the buyer's journey using marketing automation software.



Prioritize leads ready for sales engagement with multiple lead scoring models and sales readiness grades.

## Why Dynamics 365?



Enables teams to better nurture leads by developing personalized experiences at scale, provides greater continuity when marketing leads are handed off to sales, and leverages intelligent analytics tools—such as predictive scoring—to help turn more prospects into revenue.



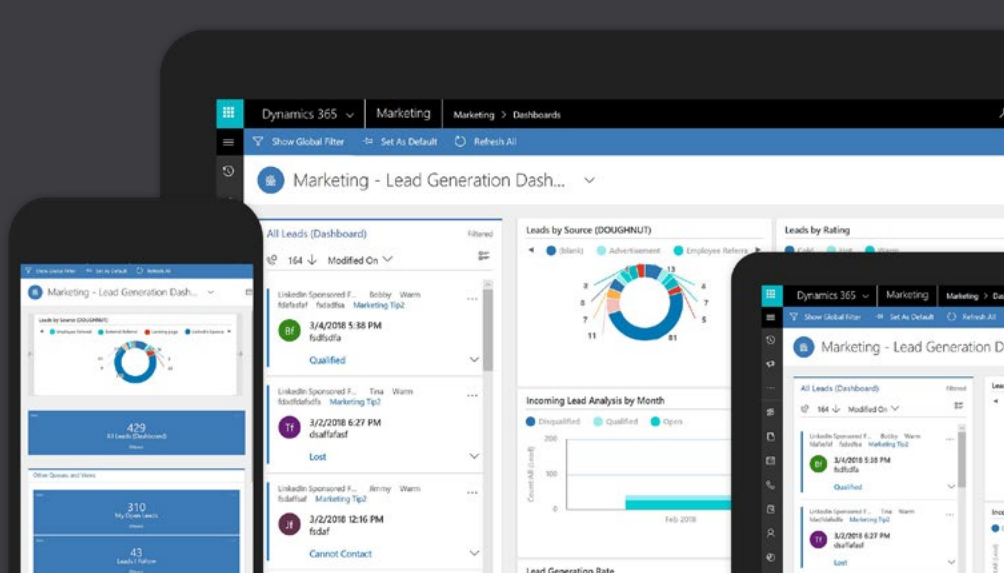
Shares one source of information about contacts, leads, and customers to deliver consistent results across the buyer's journey with Microsoft Dynamics 365 for Sales.



Enables businesses to deliver seamless, more personalized buying experiences for their customers, driving better relationships and increased sales.



Visit the [Managed IT Experts website](#) to learn more or call us on 01383 722 225.



<sup>1</sup> MarketingProfs, *B2B Content Marketing Benchmarks, Budgets, and Trends*, 2016

<sup>2</sup> CEB, *The New Decision Timeline*, 2015

<sup>3</sup> CEB Survey, 2016