

Activate Digital Selling

Four steps to accommodate the new buyer reality

The customer journey has changed



Buyers spend more time researching independently
Buyers spend 6% of their time with each seller¹

6%

Today's B2B buying groups are more diverse
75% of buyers said their purchases involved people from a wide variety of roles, teams, and locations²

75%

100%

Buyers want and need digital experiences
Almost 100% of B2B journey is done digitally today⁴

Buyers want a B2C experience

Millennials make up the single biggest B2B buyer group³

1

Guide & collaborate with customers remotely



Agile

Stay agile with AI-prioritized activities/sequence and sales cadence that quickly adjust to reflect companies' new guidelines to sell during this time



Virtual

Bring your products to life with virtual 3D demos through D365 Product Visualize



Informed

Collaborate via videoconferencing with Microsoft Teams, and use LinkedIn to stay informed about decision-makers and stakeholders

2

Understand your customers & strengthen relationships



Comprehensive

Gain a comprehensive view of the customer to understand relationship trends



Predictive

Predict near-term changes in demand and market, and track keywords to detect competitive shifts in real-time



Interactive

Automatically gather feedback and sentiment directly from customers through survey and web review

3

Optimize processes to reduce costs



Unify

Eliminate functional siloes and reduce costs with unified sales and marketing data and connected business process



Automate

Automatically route and escalate customer requests to maintain responsiveness through Microsoft Power Automate



Protect

Control risk by managing fraud and protect your digital revenue with Microsoft Fraud Protection

4

Help your teams adapt to rapidly changing environments



Decisive

Deliver insight-driven coaching and decision making to help focus manager attention with Microsoft Power BI



Prepared

Identify candidates and onboard sales resources to handle surges in demand



Interactive

Reskill and upskill sales teams with interactive, online learning and training