

# Best practices for engaging customers at scale

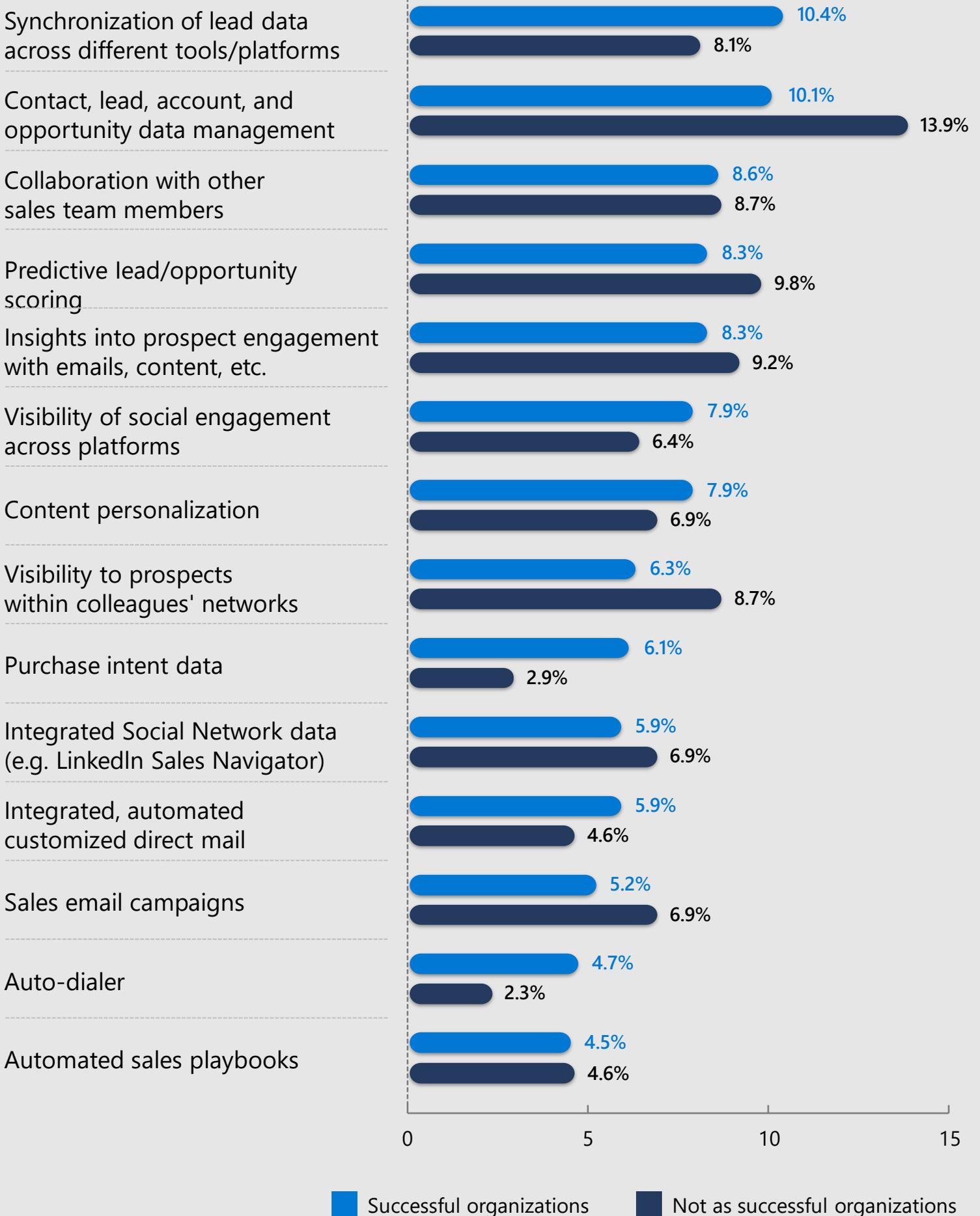


For most organizations, data is at the foundation of their sales process. Microsoft conducted a survey to better understand what tools are helping successful companies engage with customers at scale.



## Question:

What sales tools are most effective in enabling your sales team to engage at scale with target accounts? Please select the three most effective elements.



Source: The power of relationship selling: How leveraging technology and personal relationships means sales success for top organizations, Microsoft Dynamics 365 and Heinz Marketing, 2019