

# Turn relationships into revenue



77% of buyers don't believe the salespeople they deal with understand their business.<sup>1</sup>



Sellers gain a 57% higher return on investment from social selling compared to a 23% return using traditional tactics.<sup>2</sup>



Leads who are nurtured with targeted content produce a 20% increase in sales opportunities.<sup>3</sup>



Sellers received 35% larger deals when using Sales Navigator to connect with decision makers.<sup>4</sup>

## Business pains



Sellers need accurate and useable customer insights to build trust and meaningful relationships with prospects and potential buyers.



A lack of intelligent selling tools is a barrier to seller productivity and better customer engagement.



Most buyers feel that sellers don't understand their business needs.

## Why relationship selling?



Put buyers first with relationship selling.



Connect with customers on social media.



Engage customers with personalized content.



Integrate with LinkedIn Sales Navigator.

## Proof points



Relationship selling leverages intelligent tools that empower modern sellers to find the right decision makers, offer recommendations based on actual customer needs, and build personalized one-on-one relationships at scale.



With the combined power of LinkedIn Sales Navigator and Microsoft Dynamics 365 for Sales, modern sellers can foster relationships with buyers through authentic and personal engagement.



By unifying data from multiple sources—including LinkedIn, customer engagement data points, and productivity data from Office 365—sellers can get a 360-degree view of their buyers, so they can propose personalized solutions and build strong, long-lasting relationships.

## Why Dynamics 365 for Sales?



Build trust with insights centered on specific customer needs, and easily manage relationships at scale with integration between LinkedIn and Dynamics 365 that unifies data and processes.



Quickly create personalized sales documents with familiar Office 365 tools that enable simultaneous collaboration and editing.

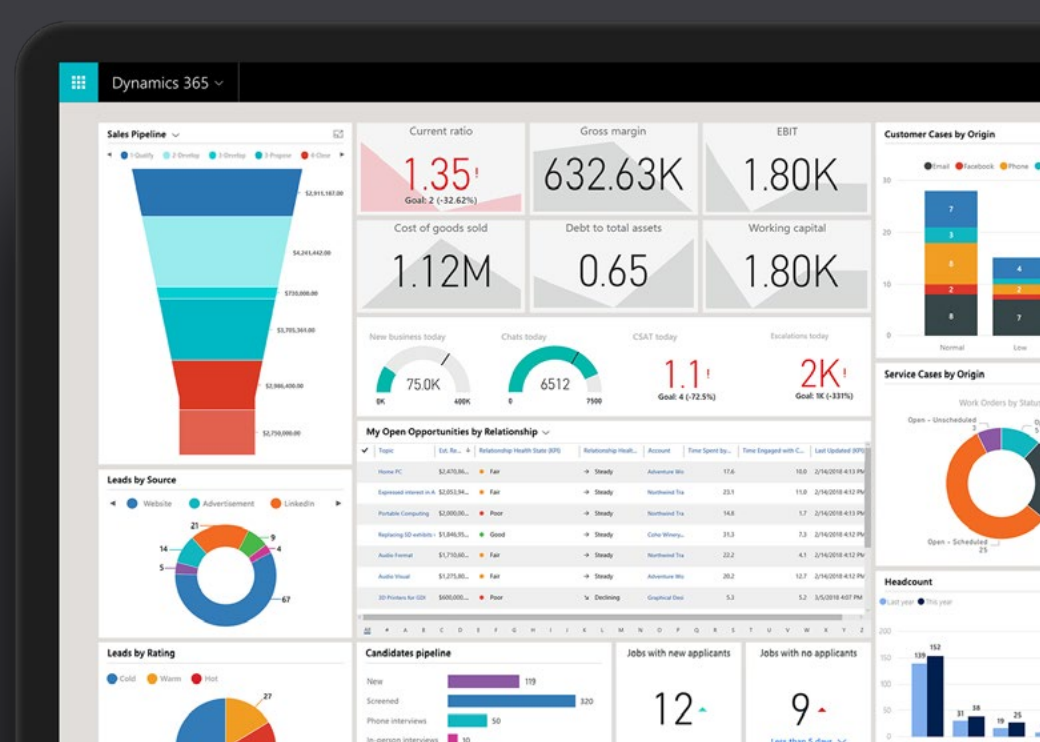


Find opportunities and nurture relationships with embedded intelligence that highlights relevant conversations to join and recommends content to share.



Microsoft Relationship Sales solution brings together LinkedIn Sales Navigator and Microsoft Dynamics 365 for Sales to empower sellers to drive more personalized and meaningful engagements with buyers.

To learn more, visit the [Dynamics 365 for Sales website](#).



<sup>1</sup> Forrester Research, Inc., Q4 2013 North America and Europe Executive Buyer Insight Online Survey, 2013  
<sup>2</sup> Sales for Life, *Social Selling 2017 Trends Report*, 2017  
<sup>3</sup> DemandGen International, Inc., *Convert and track leads for better results*, 2015  
<sup>4</sup> LinkedIn, 2018