

# Full-funnel sales and marketing

## Three strategic priorities to help you get started



Today's business world is defined by savvier buyers, decreasing resources, and increasing demands—and often by disconnects between sales and marketing. Leaders are charged with navigating tricky terrain and sustaining steady growth.

Marketers must better understand the customer, personalize experiences, support sellers with the best leads, and optimize hand-offs. Sellers need real-time data to inform next steps, deepen customer connections, increase productivity, and close deals.

Successful organizations drive positive change by empowering their sales and marketing teams to transform the customer experience, gain full-funnel vision, and consistently reach business goals.

### KEY REALIZATIONS

#### Sales, marketing, and revenue leaders need to accelerate revenue and increase growth. It's not an option—it's an imperative.

Reoccurring, interrelated **customer data challenges**—leveraging unreliable data, having poor quality leads, falling short on personalization expectations—consistently present roadblocks.



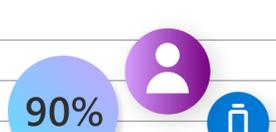
**Only 14% of organizations have achieved a 360-degree view of their customer<sup>1</sup>**

AI-driven automation is not being deployed well enough, if at all, to streamline sales cycles.



**94% of business leaders surveyed agree that AI is critical to success over the next five years, but outcomes appear to be lagging as organizations deploy more AI<sup>2</sup>**

Improvements in operational efficiencies, reductions in manual work, and supporting real-time coaching are business needs not being met at market pace or to scale.

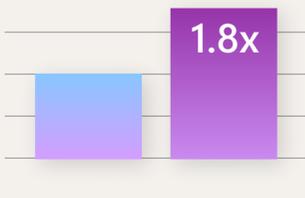


**Nearly 90% of sellers feel burned out from work<sup>3</sup>**

### STRATEGIC PRIORITIES

#### Connect data and see your customers

Discover what customers want and get a holistic view for personalizing and predicting customer intent. With reliable and connected data, you can exceed **customer expectations**.



**Sales teams that lead in customer experience are 1.8x more likely to outgrow their peers than those who do not lead with the customer experience in mind<sup>4</sup>**

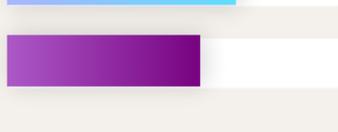
#### Power up your pipeline and get to yes faster

Connect sales and marketing and improve customer experience in order to reach revenue and growth goals faster.

Take advantage of AI to drive new business, engage anywhere in the customer journey, and **accelerate sales and marketing**. Streamline sales cycles by empowering your team with AI-driven automation and **automated sales processes**.



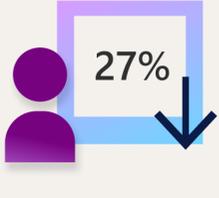
**87% of sales and marketing leaders say collaboration between sales and marketing enables critical business growth<sup>5</sup>**



**Automation is anticipated to improve customer segmentation and targeting by 17% within the next two years<sup>6</sup>**

#### Simplify workflows and mentor teams for increased productivity

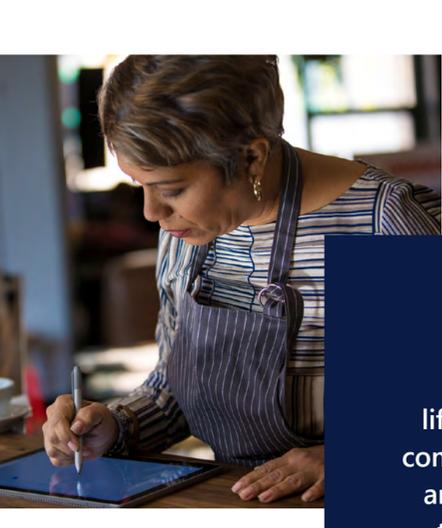
Deepen customer connections, build up team knowledge, and close more deals through real-time coaching and built-in productivity tools that enable sellers to stay in the flow of work confidently.



**Sellers that receive vague, unactionable manager feedback are 27% less likely to attain quota<sup>7</sup>**

### MOVING FORWARD WITH CONNECTED SALES AND MARKETING

Aligned sales and marketing teams—working with shared data and tools—can break down functional barriers, clear roadblocks, and deliver on the promise of a unified marketing and selling experience.



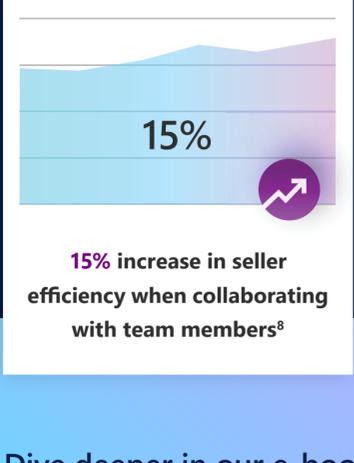
**"We now have our whole sales lifecycle in one place, including the communications, leads, opportunities, and when an opportunity converts to a win. We have the whole ROI journey in Dynamics 365, which we've never had before."**

— Amanda Duffield, Director, Corporate Risk and Broking, Great Britain at Willis Towers Watson

### SET YOUR SIGHTS ON THE FUTURE WITH MICROSOFT

Now is the turning point—your opportunity to get ahead of the curve. Built on a foundation of results, Microsoft Dynamics 365 enables businesses to deepen relationships, accelerate revenue, and get customers to yes faster with an intelligent, full-funnel sales and marketing solution.

#### Over three years with Dynamics 365:



Dive deeper in our e-book [Connecting Sales and Marketing for Revenue Acceleration: A CRO's Guide.](#)



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<sup>1</sup> Kelly Blum, Matt LoDolce, and Gloria Omale, "Gartner Marketing Survey Finds Only 14% of Organizations Have Achieved a 360-Degree View of their Customer," Gartner, January 19, 2022.

<sup>2</sup> Nitin Mittal, Irfan Saif, and Beena Ammanath, "Fueling the AI Transformation: Four Key Actions Powering Widespread Value from AI, Right Now," Deloitte, October 2022.

<sup>3</sup> Katie Costello and Matt LoDolce, "Gartner Sales Survey Finds Nearly 90% of Sellers Feel Burned Out from Work," Gartner, August 30, 2022.

<sup>4</sup> Eliza Kennedy, Jordan Lee, and Steve Crowe, facilitators, "B2B Sales and Marketing in a Recession," video webinar, Bain & Company, October 20, 2022.

<sup>5</sup> LinkedIn, "Moments of Trust: Why Customer Value is the Key to Sales and Marketing Alignment," accessed November 1, 2022.

<sup>6</sup> Ted Shelton and Chris Dent, "Automation Reaches Sales and Marketing Operations," Bain & Company, July 8, 2021.

<sup>7</sup> Gartner, "How to Motivate and Retain Your Sales Team," 2022.

<sup>8</sup> "The Total Economic Impact™ of Microsoft Dynamics 365 Sales: Cost Savings and Business Benefits Enabled by Dynamics 365 Sales," Forrester, March, 2022.