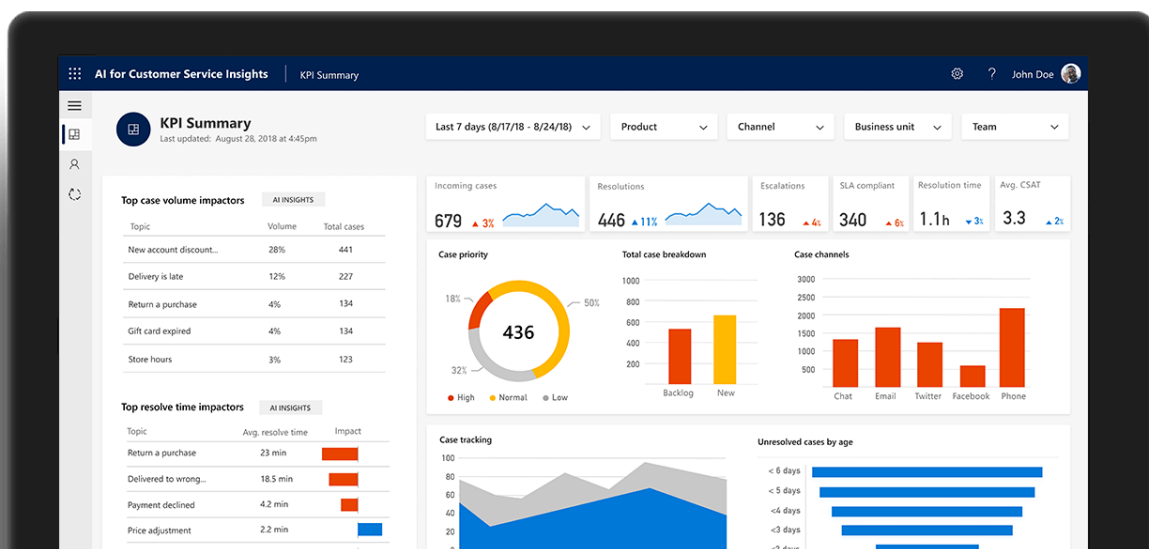




## Microsoft Dynamics 365 Sales (CRM)

# Top 10 reasons our clients are choosing Dynamics 365 for Sales





Discover D365 Sales (CRM) >

# What you (might) already know!

Your sales process is “simple” – it obviously starts with some lead acquisition and qualification... then, you nurture them until they are ready to buy. You’ve nailed it so far!

But wait, now you have 60 leads and you know an excel spreadsheet is not going to get the job done fast enough.

You know it is time to invest in a CRM – with storage and organizational capabilities so you can instantly monitor your contacts on the go, from any device, whenever you want.

With the new Dynamics 365 for Sales (CRM), our clients found a user-friendly platform that offers the most relevant features for their business objectives. Keep reading to learn more about the top 10 reasons our clients are choosing Dynamics 365 for sales.

I.

# Because they can easily import all their data

We have been there, you have been there, we've all been there! Importing all your sales data into your new system takes too long and is frustrating as you are wasting time not interacting with your prospects.

Dynamics 365 for Sales (CRM), with its "always-on connection" to Excel feature, allows you to save time. Worry less about imports completion and organization and enjoy the External Data Categorization and Batch Transfers capabilities.

[Learn more >](#)



# Because they can increase their conversion rates

Are you using your time correctly? I mean... Are you reaching your sales quotas? Just like many sales reps, you are spending most of your week on the phone. If you don't reach your quota, you might not be asking the right questions!

Don't forget that your competitors are also reaching out to the same prospects and phone calls are only one step of the buying journey. You need to differentiate yourself and find your point of distinction.

With Dynamics 365 for Sales, you can automate your qualification stage. Using a process flow user interface, Dynamics 365 for Sales can send prompts to ask relevant questions to your leads.

Now, you have stronger interactions, increase your conversion rates and you meet your quotas!

[Learn more >](#)







III.



## Because Dynamics 365 for Sales is VERY convenient

“You don’t have the time” – you know it, your colleagues know it, but your clients don’t know it!

They are expecting you to be available, whenever – wherever – and yes, it is normal. In our digitalized world, you too, are impatient and so mobile you forgot the time when your phone was attached to a wall.

While in the field, you don’t need to worry about being available for your clients. If you receive a call, Dynamics 365 is cloud-based; meaning you have access to your CRM data and customer information from anywhere. Be even more efficient by integrating your Dynamics 365 for Sales with the Microsoft Office Suite.

[Learn more >](#)

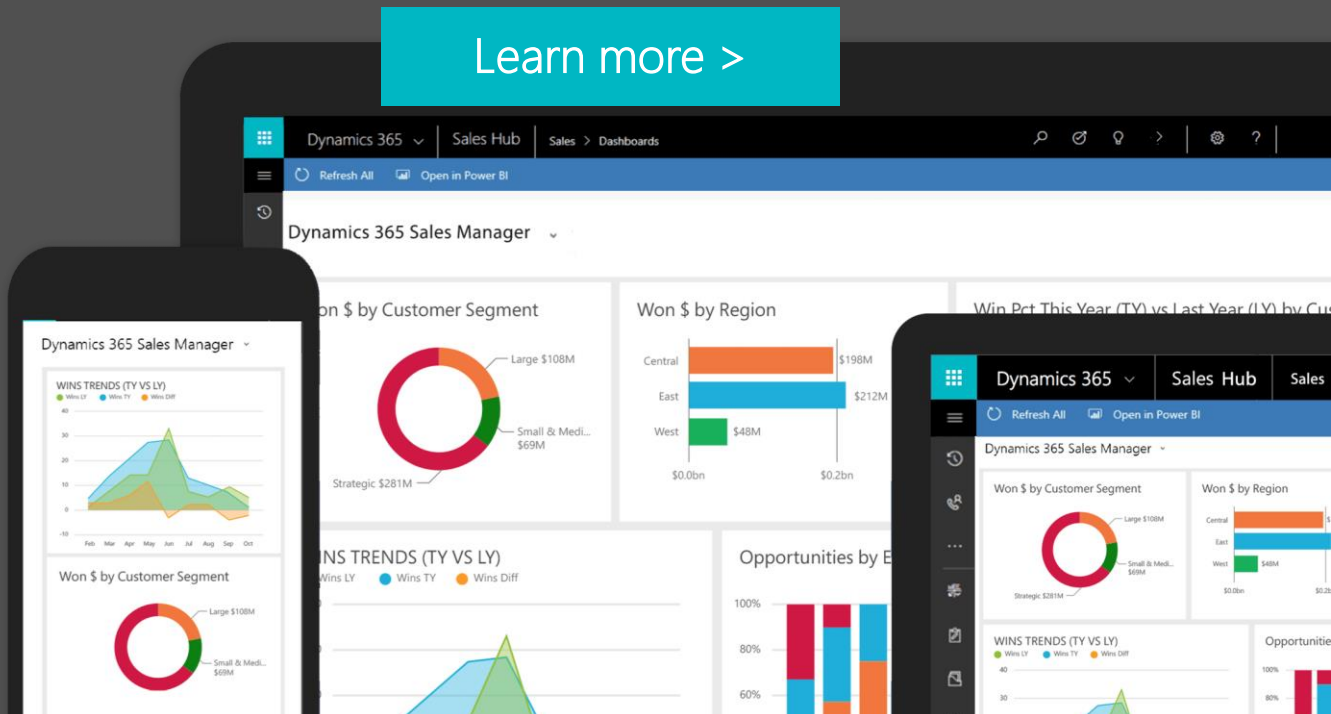
# IV.

## Because they can quickly integrate it with other business applications

Dynamics 365 is all about "Integration" – Since day 1, Dynamics 365 connects with Office 365 suite and SharePoint Libraries. How convenient is it to store your Office 365 templates into Dynamics 365 and sending quotes, RFPs and email in no time?!

On top of that, you can enjoy a solid integration with your Microsoft Outlook, allowing you to track every email you send or receive. Access communication history and make sure every prospect becomes an opportunity.

Learn more >



V.

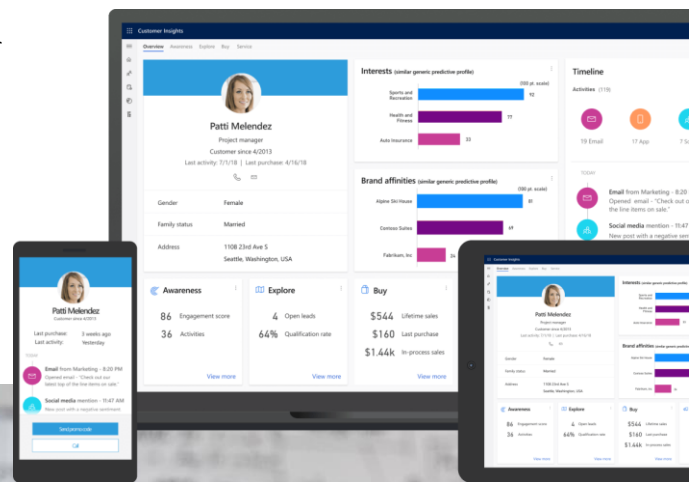
# Because they can track and tailor their conversations

Because you are not having the same type of conversations with a freshly acquired lead and a “warm lead,” who knows exactly who you are and what you do, you need to be able to track those conversations.

In Dynamics 365 for Sales, you can define objectives for each stage of your sales funnel and rules to move leads from a stage to another automatically.

Empowered with those insights, your sales team is saving time and efforts to tailor their communication to the right stage of each contact.

[Learn more >](#)



# Because they can analyze their competitors

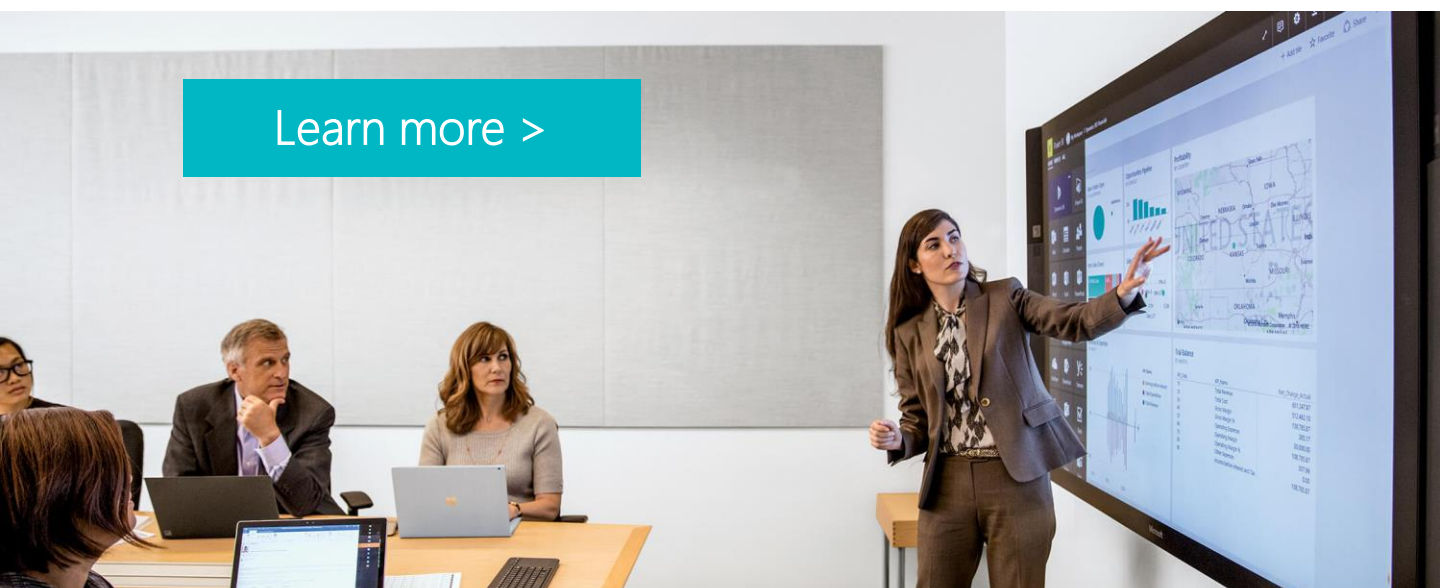
When was the last time you had the time to perform a competitive research and analyze what your competitors are doing? You don't remember exactly when, right?

I don't blame you... At least you are tracking your conversion rate. Days are busy between calls and presentations, but you also need to know your competitors' strengths and weaknesses are.

Think about how important it is to differentiate yourself from your competitors. Because your prospects are also talking to them, you need to create a proposal that will allow you to highlight the strengths that are the most important for the prospect.

Dynamics 365 for Sales (CRM) offers capabilities that analyze your competitors, so you know which opportunities you are competing for!

[Learn more >](#)



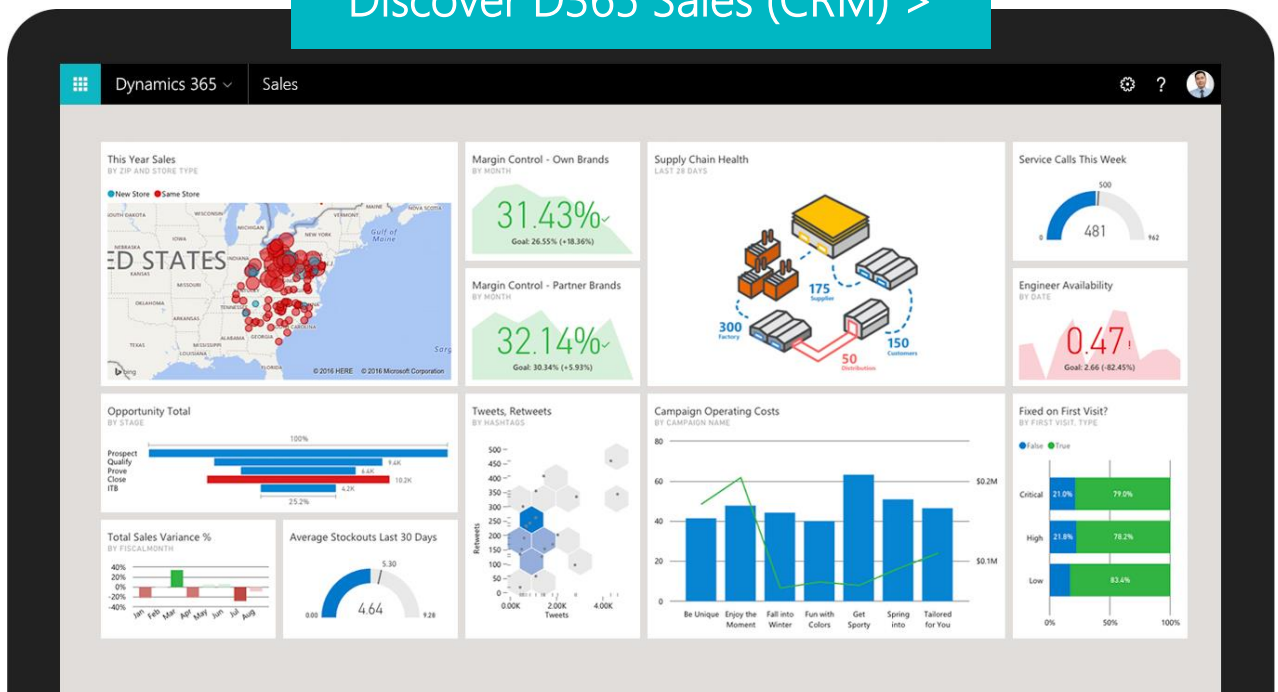


# Because Dynamics 365 for Sales creates live Sales Dashboards

Once again, time is your worst enemy! That's why Dynamics 365 for Sales is designed to display a sales dashboard in real time with a clear and easy-to-read interface. Customize your KPIs' statistics, charts or graphics as your sales department is growing.

With accurate data and relevant insights, Dynamics 365 for Sales allows you to better interpret prospects' needs and anticipate clients' potential issues. Satisfying your clients gives you a competitive advantage that will increase your client loyalty.

Discover D365 Sales (CRM) >



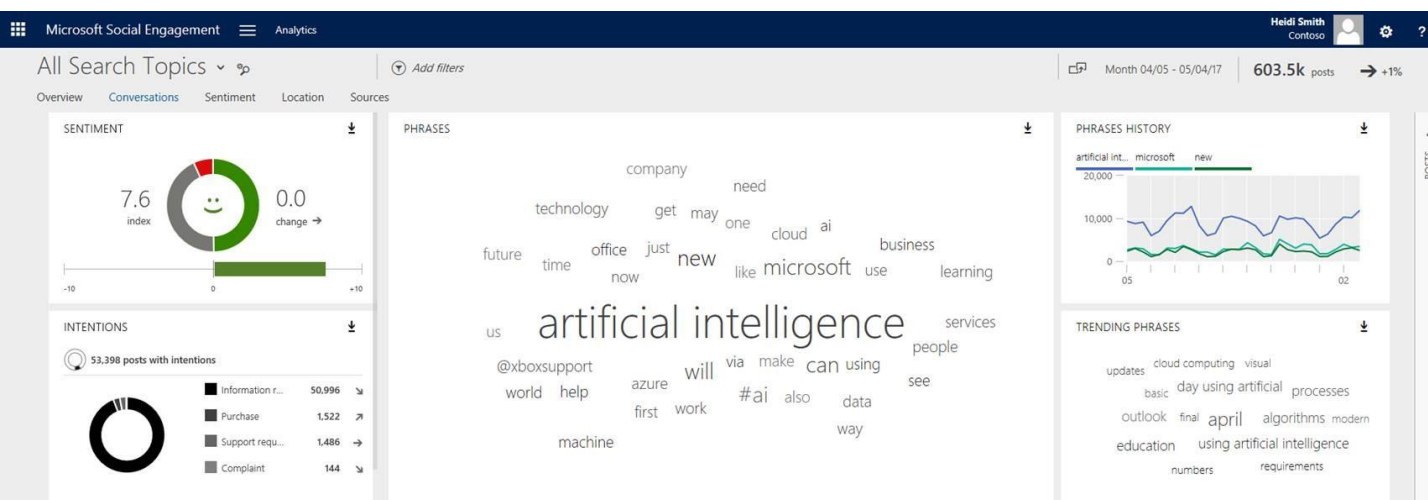
# VIII.

## Because they can “listen” to prospects and clients through Social Media Integration

If you are using social media to promote your company and interact with your prospects, you will find this feature awesome. With Dynamics 365 for Sales, you can listen to what your prospects and clients are saying about your brand on social media.

Integrated with Microsoft Social Listening gives you access to all types of feedback and even join the conversation. Because you can listen, you have the opportunity to turn a cold lead into a sales opportunity. Plus, information from social media listening can help adapt your interactions and strategy to one that is more customer-centric and customized.

[Learn more >](#)



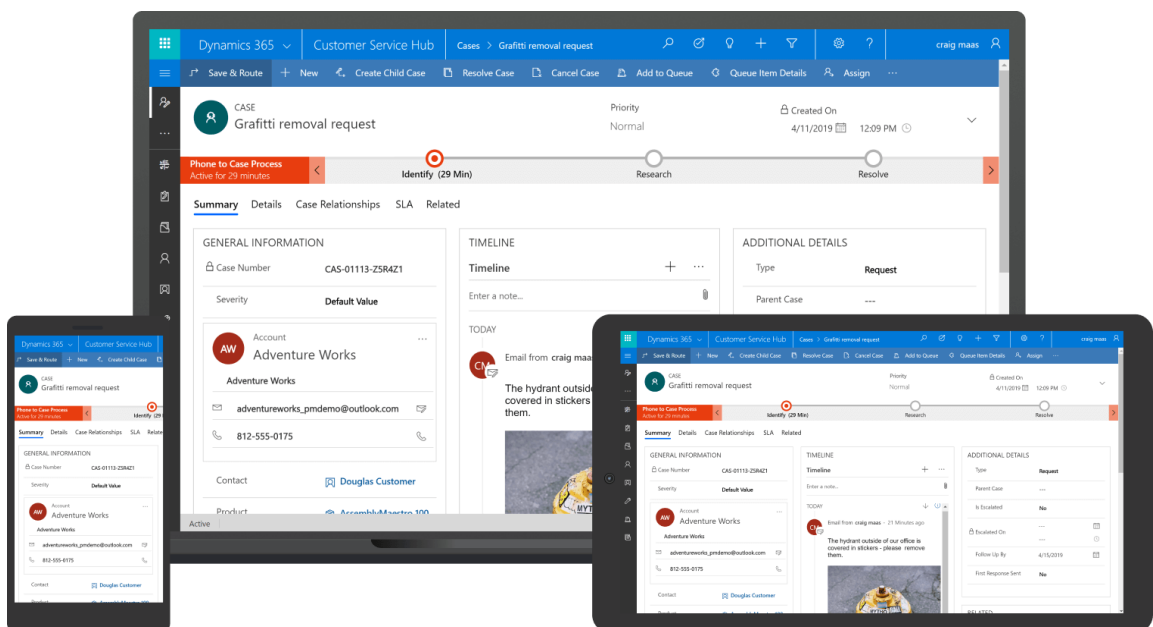
# IX.

## Because they can track and monitor customer events

Presentations, live demos or business lunches are all type of events that allow you to interact in-person with your clients and prospects. It's important to do a one-on-one relationship and better understand their business needs.

Dynamics 365 for Sales (CRM) is great way to organize your events. From planning to execution and follow-up, Dynamics 365 allows you to track and monitor the success of each event. Enter real-time information and get real-time updates with Dynamics 365.

[Learn more >](#)

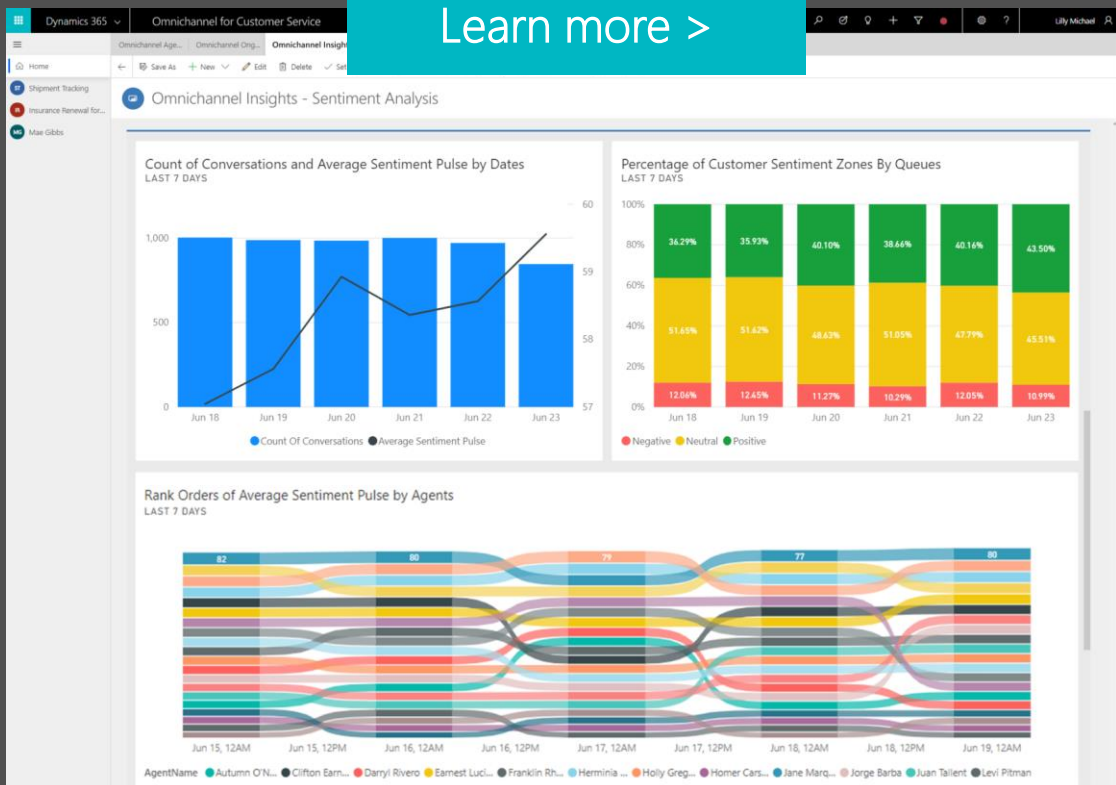


# Because they can implement Lead Scoring strategies

Have you implemented a Lead Scoring strategy? Not yet? If you don't have the tool, it makes sense as it is very difficult to do it manually... Why not let Dynamics 365 "score" leads for you?

Automate your Dynamics 365 for Sales with pre-defined rules to score your prospects actions. Then, get notifications when prospects are warm and ready-to-sale. It will also assign the prospects to the right person, instantly.

[Learn more >](#)





# To put in a nutshell!

With Dynamics 365 Sales (CRM), you are ahead of your competitors!

**Why?** Because you are faster at gathering, organizing, qualifying, accessing and scoring leads!

Finally, our customers also mention that they are very happy with their Azure Cloud Hosting and its user-friendly interface.

In addition to this, Dynamics 365 fully integrates with Office 365. Microsoft is continuously investing in R&D to stay on top as a CRM leader. Contact us to learn more about Dynamics 365 for Sales and how it can empower your sales team.



# What's next?



Microsoft Dynamics 365  
Sales (CRM)

## See what Dynamics 365 can do for your business

Unleash the full potential of sales force automation (SFA) with Dynamics 365 for Sales! Better interpret customer needs, increase engagement effectiveness, and close more deals.

[Discover D365 Sales \(CRM\) >](#)

## Why Technology Management Concepts?

We concentrate exclusively on Dynamics ERP so you can concentrate on everything else.

TMC specializes in the implementation of financial and business management systems, helping our customers streamline their processes and maximize productivity. As a Microsoft Gold Partner, we are recognized for exceptional customer service, training and support. Combined with our proactive customer service, we've built our reputation as the premier Microsoft Dynamics Partner in Southern California, while also serving companies nationally and globally.

At TMC, we are a 100% Microsoft shop supporting Microsoft Dynamics ERP products.

[Let's talk about D365 >](#)