



Do what matters

Go beyond enabling your sales force

3 ways to drive results with a dynamic AI powered sales team

Imagine if your sellers had more time with customers

According to [Forrester](#)², Sellers consistently spend less than 25% of their time directly engaging with buyers. [Gartner](#)³ recommends to "let salespeople focus on where they excel: engaging buyers on a human level to understand their needs, motivations and objections, and ultimately validate that a purchase is right for them."

Sellers³ who effectively partner with AI tools are 3.7 times more likely to meet quota than those who do not.

Time with customers is everything and your future growth depends on your sales force. But with sellers supporting more customers and accounts they are spending an increasing amount of time updating internal systems. Alongside the need to hit targets, this pressure has 89% of sellers saying they are burned out (Gartner). What could your sales team do if you removed the mundane, armed them with useful insights, and gave them more time with customers?

Imagine the impact to sales performance if every seller had their own assistant, providing them with opportunity and customer insights, real time coaching, and completing admin tasks for them, allowing them to spend the majority of their time with customers. Imagine a world where you provide sellers with all the insights they need to help them further their customer relationships and drive sales even higher.

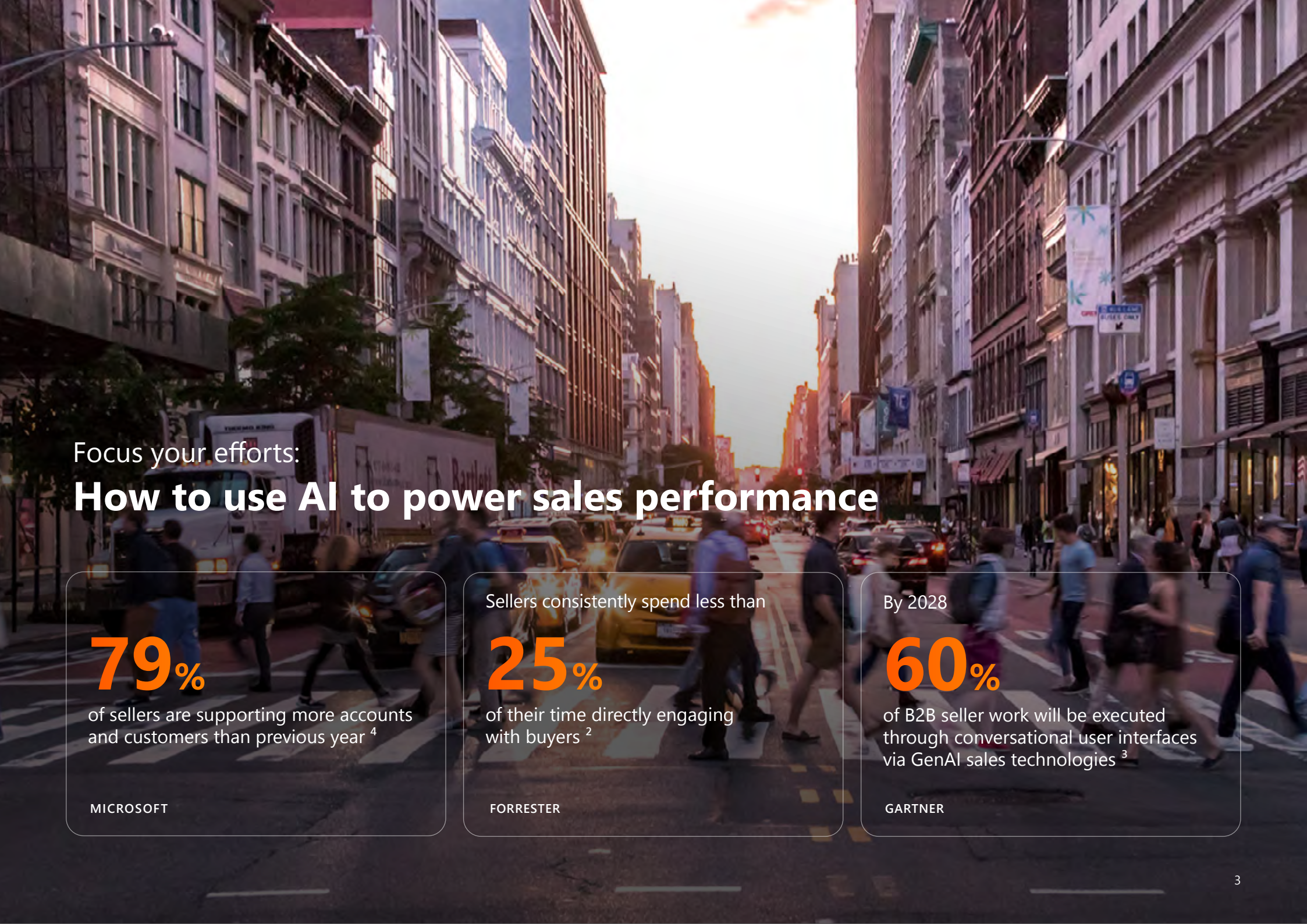


94%

of leaders agree that the key to outperforming competitors is AI powered sales and service¹

98%

of organizations that are using AI in their sales functions and realizing benefits from AI solutions¹



Focus your efforts:

How to use AI to power sales performance

79%

of sellers are supporting more accounts and customers than previous year ⁴

MICROSOFT

Sellers consistently spend less than

25%

of their time directly engaging with buyers ²

FORRESTER

By 2028

60%

of B2B seller work will be executed through conversational user interfaces via GenAI sales technologies ³

GARTNER

To ensure you don't get left behind, **take a look at our 3 recommendations**, designed to help you create maximum impact from your approach to AI for your sales organization:

1. **Put the “R” back into CRM**

CRM is often seen as a burden by sales teams – a data repository where they have to spend time inputting data and searching for information with no return of value to them. It's time to shift that perception.

With AI powered assistance, tools such as Microsoft Copilot and Dynamics 365 can create new records, update leads and opportunities, capture conversation notes and store messages from customers, automatically or in just a few clicks.

Show your sales teams that their AI assistant can write a tailored customer responses for them, provide insights on how to win an opportunity, create a personalized pitch or make recommendations on how to expand a deal. When sellers start to see the value that CRM platforms can give them, and the time it gives them to focus on relationships, their whole mindset changes.

2. **Help sellers spend their newfound time wisely**

Once you've freed your sales team, you can help them to achieve their numbers. Sellers are supporting more and more customers, but with the right insights, you can help them spend their time on the right deals and ensure every customer interaction is meaningful.

We recommend helping your sales team with opportunity and customer insights. With detailed deal insights, sellers can ask which deals to work on, and their AI powered assistant can tell them which high value, high probability opportunities have the highest potential to close, suggest next steps and make recommendations based on similar opportunities.

Beyond existing deals, the right platform and AI approach will help sellers to spot market trends and high potential leads, enabling them to prioritize their interactions with the right prospects and improve opportunity discovery.

3. **Move at speed with out of the box AI capabilities**

For many mid-market organizations, the complexity of integrating AI can represent a major challenge. To move at speed and scale, we recommend looking to CRM platforms with AI natively embedded. Solutions such as Dynamics 365 and Microsoft Copilots bring the power of AI directly to your sellers and their workflows, helping you to drive significant value quickly.

Alongside a clear vision and a set of use cases prioritized by value, you can focus your efforts on educating sales teams on the best ways to work with their new digital assistants. In some cases, it may be best to run a pilot program with a select group who can then share their experiences and recommendations,

Using the competitive nature of sellers to your advantage, you create a healthy culture of envy where the rest of your sales team wants to learn how others have used AI to increase deal sizes, close deals faster and keep on top of all their accounts. This approach improves adoption, providing strong incentives for your entire sales organization to get on board – and ultimately improves sales performance as you go forward.



Why Avanade

Avanade is a leading provider of digital and cloud services, business solutions, and design-led experiences on the Microsoft ecosystem. Here are some key reasons why clients choose Avanade:

- 1. Deep Microsoft Expertise:** Our unparalleled access to Microsoft's latest technologies and innovations enables us to deliver cutting-edge solutions. We've won the Microsoft Global GSI award a record 19 times which means we might know a thing or two.
- 2. Industry-Specific Solutions:** We offer tailored solutions that address the specific needs of various industries, including healthcare, financial services, retail, and manufacturing, driving real business value.
- 3. Proven Track Record:** With over 25 years of experience, Avanade has a proven track record of delivering successful projects for clients around the world.
- 4. We go beyond just Dynamics:** Our wide range of services include digital transformation, business applications, cloud and application services, data and AI, cybersecurity, and managed services, supporting clients at every stage of the digital journey.
- 5. Client-Centric Approach:** We focus on understanding the unique needs of our clients, delivering personalized solutions that build strong, long-lasting relationships.

Ready to get started?
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#1



worldwide in Dynamics
certifications

7,500+



Dynamics 365 experts with
**7,000+ Microsoft
certifications**

70



Dynamics 365 Delivery Centers
in **20 countries**

19x



Microsoft Global SI Partner
of the Year





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When it really matters, people talk to Avanade

About Avanade

Avanade is the world's leading expert on Microsoft. Trusted by over 5,000 clients worldwide, we deliver AI-driven solutions that unlock the full potential of people and technology, optimize operations, foster innovation and drive growth.

As Microsoft's Global SI Partner we combine global scale with local expertise in AI, cloud, data analytics, cybersecurity, and ERP to design solutions that prioritize people and drive meaningful impact. We champion diversity, inclusion, and sustainability, ensuring our work benefits society and business.

Learn more at www.avanade.com

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Sources:

1. Avanade Trendlines Research 2024
2. Forrester, "Generative AI: What It Means For B2B Sales"
3. Gartner, "[Multidimensional CRM: How GenAI Will Revolutionize Sales Force Automation Platforms](#)"
4. MSFT, "[Microsoft Copilot for Sales and Copilot for Service are now generally available](#)"