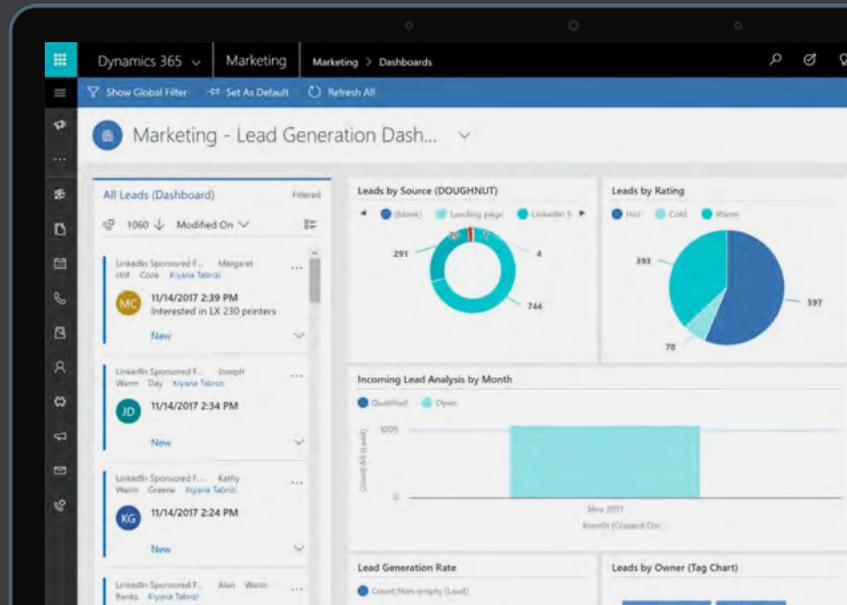




Close more deals with Connected Sales and Marketing

Connected Sales and Marketing enables businesses to move from basic email marketing to personalized lead management to close more deals.

Businesses already using or considering Microsoft Dynamics 365 for Sales to streamline their sales processes can add Dynamics 365 for Marketing to connect their sales and marketing.



Dynamics 365 enables businesses to deliver seamless, more personalized buying experiences for their customers, driving better relationships and increased sales.

It enables their teams to better nurture leads by developing personalized experiences at scale, provides greater continuity when marketing leads are handed off to sales, and leverages intelligent analytics tools—such as predictive lead scoring—to help turn more prospects into revenue.

Benefits of Connected Sales and Marketing



Create one view of the customer

Share one source of information about contacts, leads, and customers to deliver consistent results across the buyer's journey with Microsoft Dynamics 365 for Sales.

Tightly aligned sales and marketing functions experience 36% higher customer retention rates and 38% higher sales win rates.¹



Track prospect throughout their journey

Move prospects more efficiently through the marketing and sales funnel with automated workflows that optimize the buyer's journey using marketing automation software.

57% of B2B purchasing decisions are **made before speaking to a salesperson.²**



Handoff sales-ready leads

Prioritize leads ready for sales engagement with multiple lead scoring models and sales readiness grades.

Companies that excel in lead nurturing generate **50% more sales-ready leads** at 33% lower cost.³



Increase productivity

Use familiar Office 365 tools like built-in Word templates to easily create professional documents, Excel templates for analyzing marketing activities and SharePoint for collaboration with colleagues, leads, and customers.

49% of sales reps **ignore more than half of marketing's leads.⁴**

Close more deals with Dynamics 365 for Marketing.
Visit the Dynamics 365 for Marketing website today to learn more.



1. MarketingProfs, "B2B Content Marketing Benchmarks, Budgets, and Trends." 2016. 2. CEB, "The New Decision Timeline." 2015. 3. Marketo, 2015. 4. CEB Survey, 2016.