

# Activate Digital Selling

## A holistic approach



### The buying journey has changed



80% of customers say they are more likely to do business with a company if it offers personalized experiences<sup>1</sup>



65% of customers intend to continue their changed buying behaviors after the pandemic<sup>2</sup>



B2B buyers report spending exceedingly little time with sales reps. Only 17% of the total purchase journey is spent in such interactions<sup>3</sup>



43% of companies report having a fragmented approach with inconsistent integration between marketing and customer experience technologies<sup>4</sup>

<sup>1</sup> Epsilon Research | <sup>2</sup> McKinsey and Co. | <sup>3</sup> Gartner | <sup>4</sup> Forrester

### Your customer data can get siloed in applications

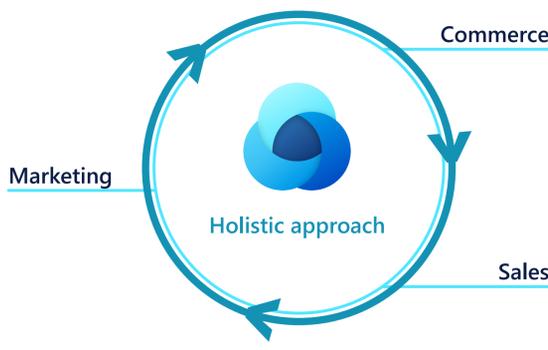


### You can bring this customer data together



### Activate digital selling

Organizations need a **holistic approach** to accelerate revenue outcomes by transforming selling with an intelligent, comprehensive digital sales collaboration platform.



### Our approach

Technology unification



Deeply understand customers to personalize sales

- Customer Insights
- Marketing
- Customer Voice



Sell collaboratively out of the box with Microsoft Teams

- Marketing
- Sales
- Sales Insights
- LinkedIn Sales Navigator
- Microsoft Teams



Accelerate revenue with AI-driven capabilities

- Sales
- Microsoft Teams
- Customer Insights
- Customer Voice
- Commerce
- Marketing



Leverage a highly flexible, secure, compliant sales solution

- Agility without limits
- No vendor lock
- Microsoft compliance
- Security
- Privacy