

Activate Digital Selling

Four steps to accommodate the new buyer reality



Buyers spend more time researching independently

Buyers spend 6% of their time with each seller¹

6%

Buyers want and need digital experiences

Almost 100% of B2B journey is done digitally today⁴

100%

Today's B2B buying groups are more diverse

75% of buyers said their purchases involved people from a wide variety of roles, teams, and locations²

75%

Buyers want a B2C experience

Millennials make up the single biggest B2B buyer group³

45%

1 Guide & collaborate with customers remotely



Agile

Stay agile with [AI-prioritized activities/sequence](#) and sales cadence that quickly adjust to reflect companies' new guidelines to sell during this time



Virtual

Bring your products to life with [virtual 3D demos](#) through D365 Product Visualize



Informed

[Collaborate via videoconferencing](#) with Microsoft Teams, and use LinkedIn to stay informed about decision-makers and stakeholders

1

2 Understand your customers & strengthen relationships



Comprehensive

Gain a [comprehensive view of the customer](#) to understand relationship trends



Predictive

Predict near-term changes in demand and market, and track keywords to [detect competitive shifts](#) in real-time



Interactive

Automatically gather [feedback and sentiment directly from customers](#) through survey and web review

2

3 Optimize processes to reduce costs



Unify

Eliminate functional siloes and reduce costs with [unified sales and marketing](#) data and connected business process



Automate

Automatically [route and escalate customer requests](#) to maintain responsiveness through Microsoft Power Automate



Protect

[Control risk by managing fraud](#) and protect your digital revenue with Microsoft Fraud Protection

3

4 Help your teams adapt to rapidly changing environments



Decisive

Deliver [insight-driven coaching and decision making](#) to help focus manager attention with Microsoft Power BI



Prepared

Identify candidates and [onboard sales resources](#) to handle surges in demand



Interactive

Reskill and upskill sales teams with [interactive, online learning and training](#)

4