



LinkedIn Sales Navigator + Microsoft Dynamics 365 for Sales

Microsoft Relationship Sales

Empower your sellers to drive more personalized and meaningful engagement with insights based on unified data across Dynamics 365, LinkedIn, and Office 365.

“In less than two years, the sales team has built a sales-influenced pipeline worth about USD2 billion and used the enhanced seller output to close many of the deals.”

Nitesh Aggarwal

Associate VP, Global Sales Effectiveness

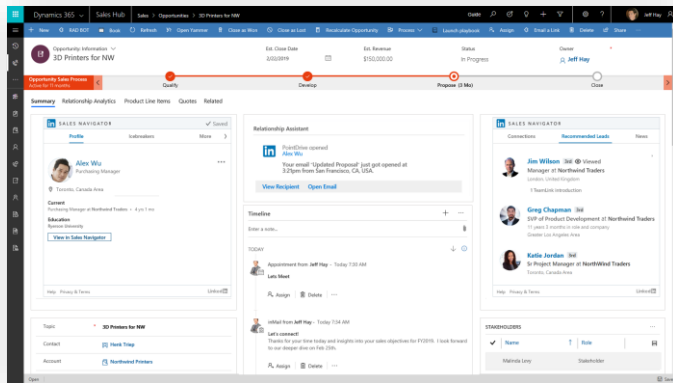
“Our new sales hires are part of the LinkedIn generation. They expect to have access to social media information in their business tools, and that’s what they get with the Microsoft Relationship Sales solution.”

Chris Adams

President and COO



Build relationships with the right people



Focus on the right customers

With over 590 million professionals on LinkedIn, sellers can easily find and connect with decision-makers and influencers.

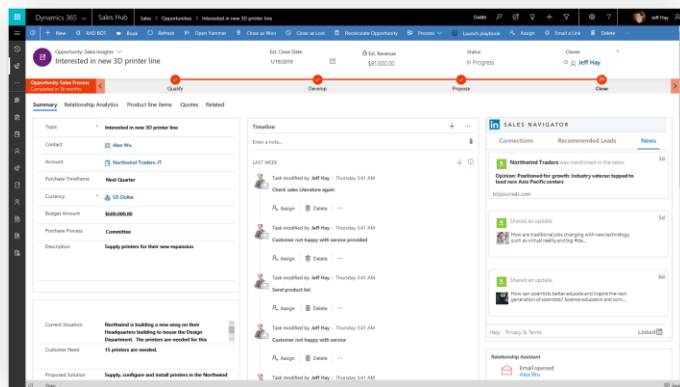
Find every member of the buying committee

Increase win rates by going deeper into your customer’s organization and building multiple relationships. Visualize the inter-relationships among contacts.

Reveal the best path to reach each buyer

Help sellers connect to buyers by showing the people in their network and in your organization who can provide a warm introduction.

Get insights and recommendations



Know the next best action

Get embedded insights that reveal the next best action to move relationships forward based on customer interaction data from Dynamics 365, LinkedIn, and Office 365.

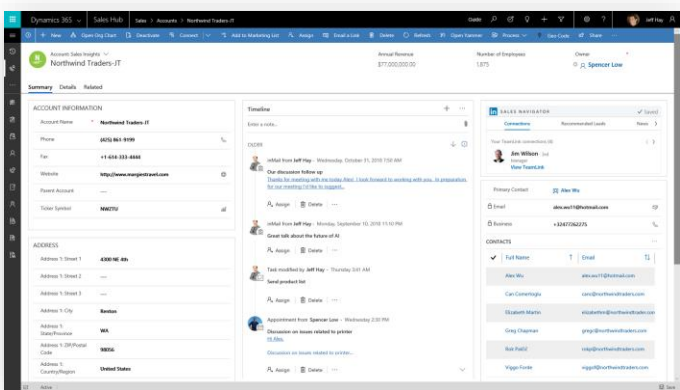
Keep track of buyers and their needs

Show sellers what buyers are interested in through the content they share on LinkedIn and the discussions they participate in.

Engage buyers with personalized content

Make it easy for sellers to personalize, package, share, and track presentations with Office 365 and PointDrive.

Engage at scale



Synchronize relevant relationship data across systems

Give sellers contextual information essential to building strong relationships with automatic data synchronization across Dynamics 365, LinkedIn, and Office 365.

Streamline your sales process

Increase user adoption and minimize training with context-sensitive help and an intelligent, event-driven sales process that guides sellers to optimal outcomes.

Collaborate using familiar tools

Enable sellers to work together with colleagues and customers in real-time using Office 365 productivity and collaboration tools like Microsoft Teams*.

* Microsoft Teams integration in preview

Ready to get started?

Discover how Microsoft Relationship Sales can transform your customer relationships:

<https://dynamics.microsoft.com/en-us/sales/relationship-sales/>