Microsoft

The new frontier of AI-powered sales

Discover how AI can help you close more deals, faster

Business leaders face increasing difficulty in building and retaining high-performing sales teams. Many sellers worry they lack the skills to meet rapidly changing customer expectations, with many more feeling burned out and actively looking for new jobs. Fortunately, new advances in AI, collaboration, and selling tools can empower sellers with practical solutions to these challenges.

Let's take a look.

## 63% of salespeople are struggling with their mental health[1]

97% of sales leaders see reskilling reps as their immediate priority[2]

30% of sales professionals' time is spent on selling, while the majority goes to administrative and non-selling tasks[3]

56% of sellers are pursuing new roles[4]

Giving your employees the necessary and desired tools boosts productivity, job satisfaction, and staff retention

AI-boosted tools that automate low-value administrative tasks (like replying to emails, generating actionable meeting summaries, or capturing notes during customer calls) free your sales teams to focus on what they do best: building deeper relationships with customers. With proper training, sellers can access these AI-powered solutions that will redefine their ability to find and close deals.
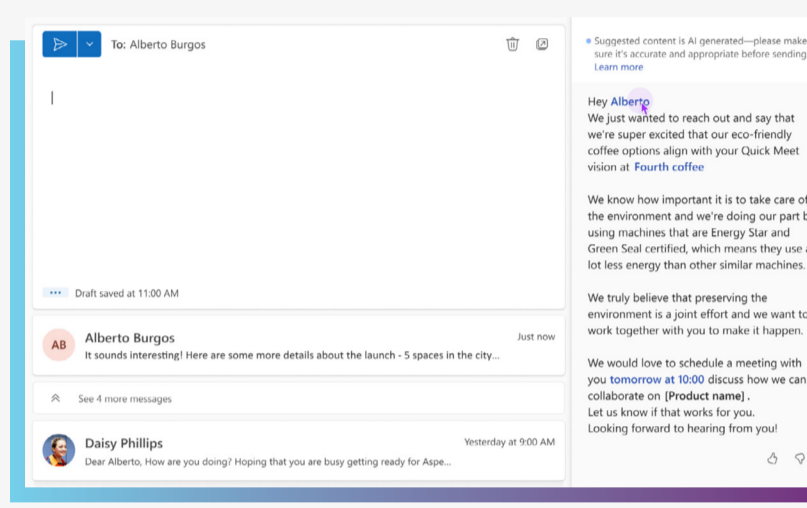
Discover insights hidden in your customer data

Due to manual entry, existing CRM technology is often difficult to use and lacks quality data. Systems are often too complicated, failing to synthesize data and lacking reporting features—making it difficult for managers to identify trends, actionable next steps, or best practices.

68% of employees want their employers to deploy more AI-based technology[5]

Less than half of sales leaders believe most of their reps have the right capabilities to succeed[2]

80% of sales leaders ranked analytical and quantitative skills as top capabilities to develop[2]

89%
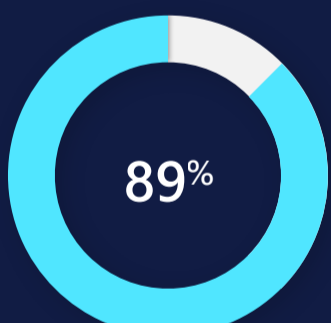
AI and automation tools make 89 percent of employees feel more fulfilled because they can spend more time on work that truly matters[6]

Microsoft offers an intelligent and comprehensive sales and marketing solution that empowers sales teams to deepen relationships with their customers and close more deals, faster.

Maximize in-person meetings, improve interactions with clients, streamline admin tasks, and build deeper customer relationships via Microsoft Sales Copilot.
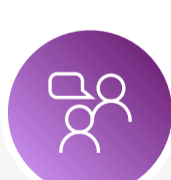
Supercharge collaboration and create open lines of communication between traditionally siloed departments with native Teams integration.

Evaluate sales teams, track and forecast sales performance, and provide proactive coaching to team members, both individually and as a group.

Download the e-book
The Future of Sales: Elevating Productivity and Customer Connection with AI
and learn how Microsoft can help

Microsoft

Sources:
[1] *State of Mental Health in Sales,* Sales Health Alliance, 2022.
[2] *Future of B2B Sales: The Big Reframe,* McKinsey & Company, November 2022.
[3] *Global State of Sales 2022,* LinkedIn, 2023.
[4] Martha Mathers and others, *SBI Go-to-Market Imperatives for 2022,* SBI, 2022.
[5] *"Employees Want More AI in the Workplace,"* SnapLogic, infographic, February 2021.
[6] *Microsoft Business Trend Survey 2023,* Microsoft, January 2023.