

# The Benefits of Microsoft Copilot for Sales

Microsoft is transforming its own sales organization with Copilot for Sales, an AI-powered solution that helps sellers unlock productivity, personalize customer interactions, and stay in the flow of work.



## The role of a seller is getting harder



of sellers' time is spent on administrative and non-selling duties, like researching prospects, manually entering sales data, and preparing for meetings<sup>1</sup>

### Top tasks surveyed sellers want AI to help with<sup>2</sup>

Understanding customer needs and preferences using data

Helping automate processes and simplifying tedious tasks

Providing capacity to improve productivity

## Planning for sales transformation at Microsoft

Sellers were switching between as many as

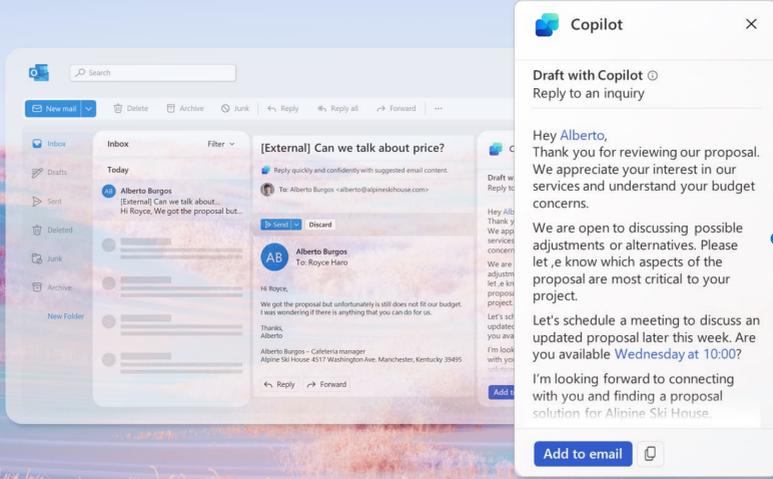
**40 TOOLS**

per day to get their work done<sup>3</sup>

"We wanted to alleviate as much of that pain as we could. We realized that the AI and automation that comes baked into Copilot for Sales could make the lives of our sellers much better."

— Nathalie D'Hers, Corporate vice president of Microsoft Digital Employee Experience

## Microsoft's transformation with Copilot



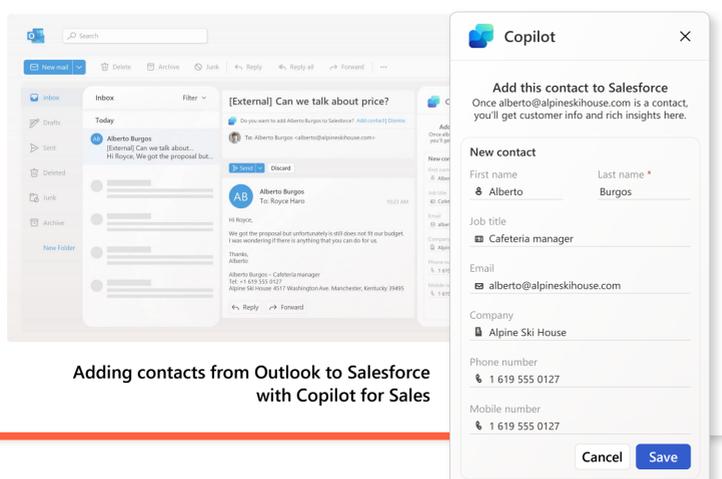
### Introducing Microsoft Copilot for Sales

Assisting sellers with their most tedious tasks, like preparing for meetings, writing emails, and surfacing relevant information so they can focus more time on closing deals.

- Generating an email in Outlook
- Viewing an email summary in Outlook
- Generating a meeting summary and analysis in Teams

So far, we've deployed Copilot for Sales to around 35,000 Microsoft employees worldwide. These are their most-used features:

## Microsoft's return on investment



Adding contacts from Outlook to Salesforce with Copilot for Sales

"[Copilot for Sales] has had a massive impact on our productivity by integrating with Outlook and Teams to augment seller actions and decisions, with AI-powered insights to drive efficiencies and best-in-class customer engagement."

— Judson Althoff, EVP & Chief Commercial Officer at Microsoft

Unlock productivity



of sellers indicated they can complete tasks more easily<sup>4</sup>

Personalize customer interactions



of sellers noticed more personalized customer engagements<sup>2</sup>

Stay in the flow of work



of sellers said it helps them stay in the flow of work<sup>4</sup>

## Transform your sales organization

Learn more about Microsoft Copilot for Sales

- [Copilot for Sales website](#)
- [Microsoft AI website](#)

<sup>1</sup>Microsoft-sponsored Futurum Research, 2022.  
<sup>2</sup>Microsoft, "What Can Copilot's Earliest Users Teach Us About Generative AI at Work?" November 15, 2023. An Ipsos study commissioned by Microsoft. Study included 700 participants who use professional CRM systems at organizations of at least 300 people. Industries include Financial Services, Professional Services, Manufacturing, Retail, Technology, and Healthcare.  
<sup>3</sup>Microsoft, "See how we're simplifying our sales with AI-powered Microsoft Sales Copilot." July 18, 2023.  
<sup>4</sup>Microsoft, "What Can Copilot's Earliest Users Teach Us About Generative AI at Work?" November 15, 2023.

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Preparing for a meeting in Teams with Copilot for Sales