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

70%

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

Top tasks surveyed sellers want AI to help with[2]

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[3]

"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
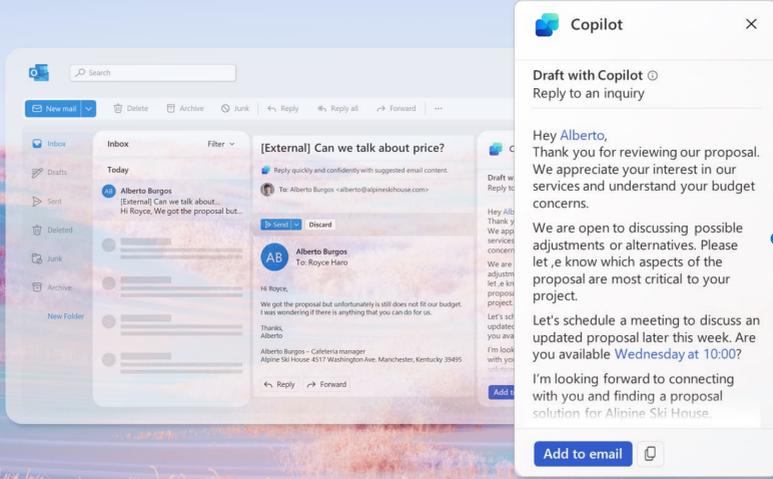
Introducing Microsoft Copilot for Sales

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.

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

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

Microsoft's return on investment
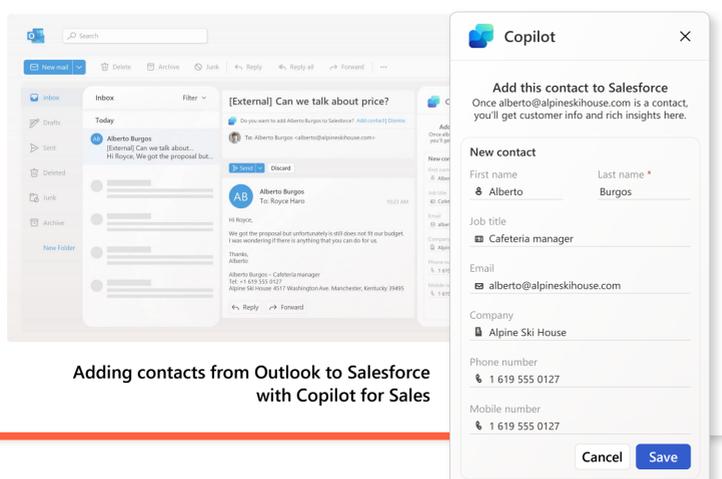
Adding contacts from Outlook to Salesforce with Copilot for Sales

"[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	Personalize customer interactions	Stay in the flow of work
73%	64%	78%
of sellers indicated they can complete tasks more easily[4]	of sellers noticed more personalized customer engagements[2]	of sellers said it helps them stay in the flow of work[4]

Transform your sales organization

Learn more about Microsoft Copilot for Sales

→ Copilot for Sales website

→ Microsoft AI website

Preparing for a meeting in Teams with Copilot for Sales