

# 5 Sales and Marketing Challenges

## solved with Microsoft Dynamics 365 Sales

Small and medium-sized businesses are the lifeblood of a thriving economy, so they cannot afford to miss out on any opportunities that help them grow their company.

Microsoft Dynamics 365 Sales, implemented by us, can offer everything you need to deepen customer relationships and empower employees with a full-funnel sales solution powered by next-generation artificial intelligence (AI). Here's how we can solve the five most common challenges small and mid-sized businesses face with a modern customer relationship management (CRM) solution.

# 1

## Low CRM adoption by marketers and sellers



Familiar Microsoft interface makes it easy for users to learn



Fully connected solutions across departments increases user engagement



Ongoing training and support from a Microsoft partner

# 2

## Inability to segment customers for tailored marketing



Develop audience lists based on customer profiles



Leverage AI-generated custom content for emails, meetings, and calls



Integrate third-party apps for insights on customer priorities and challenges

# 3

## Siloed communication and collaboration impacts customer experience



Connect Microsoft Teams & Outlook to collaborate in one platform



Seamlessly and securely handoff customer data from sales to service teams



Provide feedback during marketing and event campaign planning sessions

# 4

## Missed revenue opportunities due to lack of data and insights



Prioritise deals with AI-based scoring models and automated opportunity summaries



Take immediate action on at risk or stalled deals with real-time notifications



Utilise real-time client data updates to prepare for meetings and address new concerns or interests

# 5

## Manual processes hinder employee productivity



Streamline email replies, meeting recaps, meeting invites, and CRM updates with AI



Automate reporting with real-time accurate forecasts and tracking



Create engaging content for specific audiences in a few clicks with simple language prompts

## Prepare for the future

Now is the time to prepare for the future and get ahead of the competition with next-generation technology. We can work with your team to see how these challenges and others impact your bottom line and how Microsoft Dynamics 365 sales can empower your teams to build deeper relationships, close more deals, and become more efficient.

Get in touch to get started. [kickict.co.uk](https://kickict.co.uk)



# Kick