

# Map to your customers' sales expectations

Dynamics 365 for Sales integrates with LinkedIn and familiar Office 365 applications like Outlook to make it easy for you to navigate common sales challenges and deliver experiences your customers will treasure.





**88%**  
of customers will expect personalized sales by 2020<sup>1</sup>

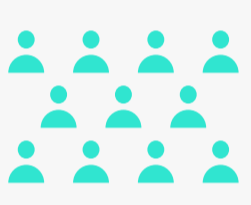





**#1**  
customer request: speed up interactions with sales, mentioned 2x as often as price<sup>3</sup>





**82%**  
of customers want a seamless, cross channel experience with more human interaction<sup>2</sup>


 60% of companies lack a well-designed sales process<sup>6</sup> 

 10 people are involved with the average purchase decision<sup>4</sup> 

 70% of customers are well into their purchase decision when they connect with a sales person<sup>5</sup> 

  
**Manage multiple customer relationships**

  
**Understand and engage across channels**

  
**Collaborate and serve customers faster**

Learn more about these strategies and others with the Dynamics 365 for Sales e-book.

[Download here](#)

<sup>1</sup> Walker, Customers 2020: Progress Report, 2017  
<sup>2</sup> PWC, Experience is everything: Here's how to get it right, May 2018  
<sup>3</sup> McKinsey, Finding the right digital balance in B2B customer experience, April 2017  
<sup>4</sup> Gartner, Eliminating B2B Buying Complexity On and Offline, July 6, 2018  
<sup>5</sup> CSO Insights, "Are Salespeople Relevant to the Modern Buyer?," June 14, 2018  
<sup>6</sup> TOPO, "Sales Process: How to Design and Manage a Process That Will Scale," accessed January 15, 2019