

SYNNEX CONVERSATION GUIDE

Dynamics 365 Business Central



Help SMBs run their entire business with a single solution

As your SMB customers grow their businesses, they eventually reach a tipping point where their current accounting and enterprise resource planning (ERP) systems can't keep up with their needs. The consequences are serious—in fact, 82% of SMBs fail because of poor cash flow management.¹

Help them solve these challenges with Microsoft Dynamics 365 Business Central, an all-in-one solution that connects your customers' financials, sales, services, and operations while integrating seamlessly with Microsoft 365. This guide will help you start the conversation with your customers, so you can take advantage of an SMB ERP and accounting market that's expected to reach \$8 billion by 2023.²

Why Dynamics 365 Business Central?



Optimized supply chain

Protect margins with an end-to-end view of operations, purchasing, and manufacturing, all the way through inventory and warehouse management.



Enhanced financial visibility

See financial performance in real time, close financials more quickly, improve forecasting accuracy, and safeguard financial information with enterprise-level security.



Boosted sales and service

Create quotes, invoices, and process payments in Outlook with an integrated solution that helps SMBs accelerate the sales process and deliver world-class service.



Better project management

Make more effective decisions with real-time insights on projects while managing timelines, budgets, and resources using built-in planning, tasks, and reporting capabilities.

Identify your target audience and their needs

CEO	Concerns include enabling employees and breaking down data silos for maximum usability; willing to invest in growth-oriented platforms.
CFO	Needs enhanced end-to-end financial visibility, both inside and outside the company, for simplified reporting and predictive analytics.
COO	Concerned about disconnected systems, usability, and inefficiency; needs an ERP to make the business more productive.
CIO	Concerned about compliance and data security; has already invested in Microsoft 365 and wants to lower IT infrastructure costs.

Get to know the product lines

Dynamics 365 Business Central

Essentials – Fast to implement and easy to configure

Premium – Everything in Essentials plus manufacturing and servicing tools

Licensed per user, available for cloud and on-premises. See details in the [Dynamics 365 Licensing Guide](#).

Core Capabilities							
Financial Management	Sales and Service Management	Project Management	Supply Chain Management	Operations Management	Reporting and Analytics	Manufacturing	Service Management
Y	Y	Y	Y	Y	Y		
Y	Y	Y	Y	Y	Y	Y	Y

We're here to help

Selling a new product can be challenging, and that's why SYNNEX's Microsoft-certified engineers are here to make it easier for you. We'll help with everything from scoping to implementation, so you'll feel ready—no matter your level of experience with Dynamics.

Start the conversation by asking customers these questions

Did you know you only have a few seconds to capture your listener's attention? It's critical to enter customer conversations with a clear idea of their possible pain points, so you can address them right away. Start by asking customers these leading questions that will introduce key sales motions for Dynamics 365 Business Central.

Do you use Microsoft 365?	Business Central is a robust, cloud-based ERP that integrates seamlessly with Microsoft 365 and the productivity tools your employees already know. It lets them complete daily tasks right inside Outlook to streamline workflows and increase productivity.
Are you outgrowing your current accounting or ERP solution?	High-performing SMBs often outgrow standalone tools and systems like QuickBooks, or need more flexible solutions. Business Central includes mobile and web access, scalability, flexible reporting, financial management, and enterprise-grade security and compliance tools.
Do you use on-premises Dynamics solutions?	By moving to a cloud-based solution, you'll enjoy all the latest features while reducing expensive hardware upgrades and IT support costs. Team members can connect from all their devices, getting more done wherever they are.

Follow the open, probe, and prove sequence

Show your customers how Dynamics 365 Business Central addresses their key concerns.

	OPEN	PROBE	PROVE
Connect business	<ul style="list-style-type: none"> How many tools or apps do you use to get work done? How do you enable team members to get work done when they are on the go or working remotely? 	<ul style="list-style-type: none"> What other line-of-business systems and cloud apps do you integrate your accounting/ERP software with? What are the biggest challenges you face with your existing accounting or ERP systems? 	<ul style="list-style-type: none"> Business Central is a single solution to manage your financials, sales, services, and operations, and it can connect to your other apps, like payroll, banking, and e-commerce. With its robust mobile features, you'll get more done wherever you go.
Make smarter decisions	<ul style="list-style-type: none"> How do your current financial reports help you make smarter business decisions? What's the average time it takes to complete month-end closing procedures? 	<ul style="list-style-type: none"> How many times has the inability to access information with customers affected a sale or your reputation? What challenges do you face with your current reporting process? 	<ul style="list-style-type: none"> Centralize your data from accounting, sales, purchasing, inventory, and customer interactions for an accurate end-to-end view of your business. With Business Central, you can also analyze your data in Microsoft Power BI with customized reports and dashboards.
Trust in a secure, flexible solution	<ul style="list-style-type: none"> What are your concerns about purchasing a new business management solution? How many hours of training would employees need if you adopted a more efficient system? 	<ul style="list-style-type: none"> What steps are you taking to ensure your company remains compliant and secure? Would eliminating expensive upgrades and updates with a cloud-based solution benefit your company? 	<ul style="list-style-type: none"> Business Central is built on the trusted Microsoft Cloud, making it easy to set up, manage, and scale. Users are already familiar with the Microsoft interface, minimizing the need for extensive training. And it provides powerful desktop capabilities across Windows, iOS, and Android.

Take the conversation further

Next, explore your customer's budget and determine who's a part of the buying decision. As you talk to your customer, begin to pinpoint which benefits are most important to them:

- Connecting their business for easy access to data, anytime and anywhere
- Making smarter business decisions that are backed by data
- Trusting in a secure, flexible system that grows as the company does

Finally, create a plan—with specific timelines—to develop a solution that will address your customer's needs.

Are you ready to begin offering Dynamics 365 Business Central to your customers? Reach out to us at MSFTCSP@SYNNEX.COM, and we'll help you get started.

¹ <https://www.entrepreneur.com/article/187366>

² Updated AMI data reflecting estimated SMP SaaS TAM by 2023

