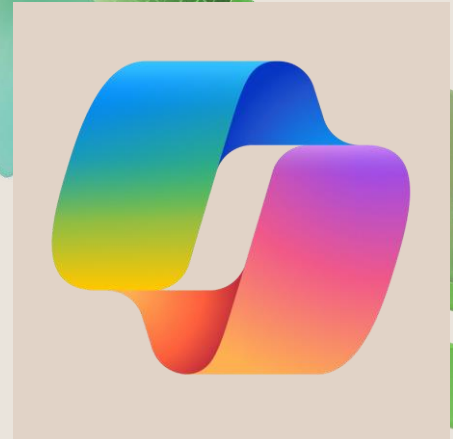
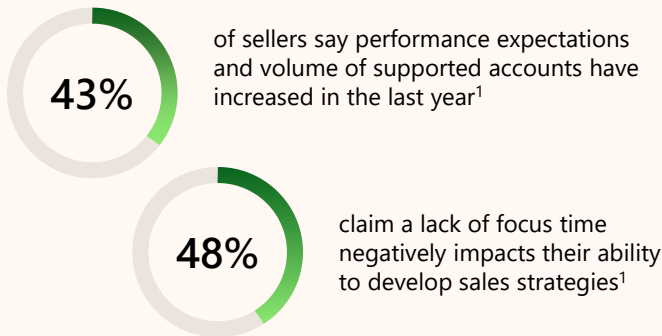


Transform the sales organization with a Copilot for sellers

Maximize productivity and close more deals with the AI assistant designed for sales professionals



The seller's role is more demanding than ever



What do sellers want from AI?

Sellers are more likely to adopt and use tools that solve their most critical challenges. Surveyed sellers said that AI tools and technologies would have a positive impact on their performance across common sales activities.

Share of respondents who agree AI would help them...



Reimagine the seller experience

Copilot connects with your customer relationship management (CRM) platform to bring sales insights and next-generation AI into the flow of work.



Simplify tasks

Accomplish more in less time with AI-generated emails, summaries, and content.



Personalize interactions

Strengthen customer relationships with AI-supported insights and recommendations on next steps.



Streamline your workflow

Work more efficiently with seamless information sharing between Microsoft 365 apps and your CRM platform.

Copilot can transform seller productivity

As part of Microsoft's own AI pilot, we surveyed¹ 133 Microsoft salespeople who use Copilot for Sales at least weekly. Sellers reported significant time savings.

90 minutes

saved per work week—time available for work that matters

83%

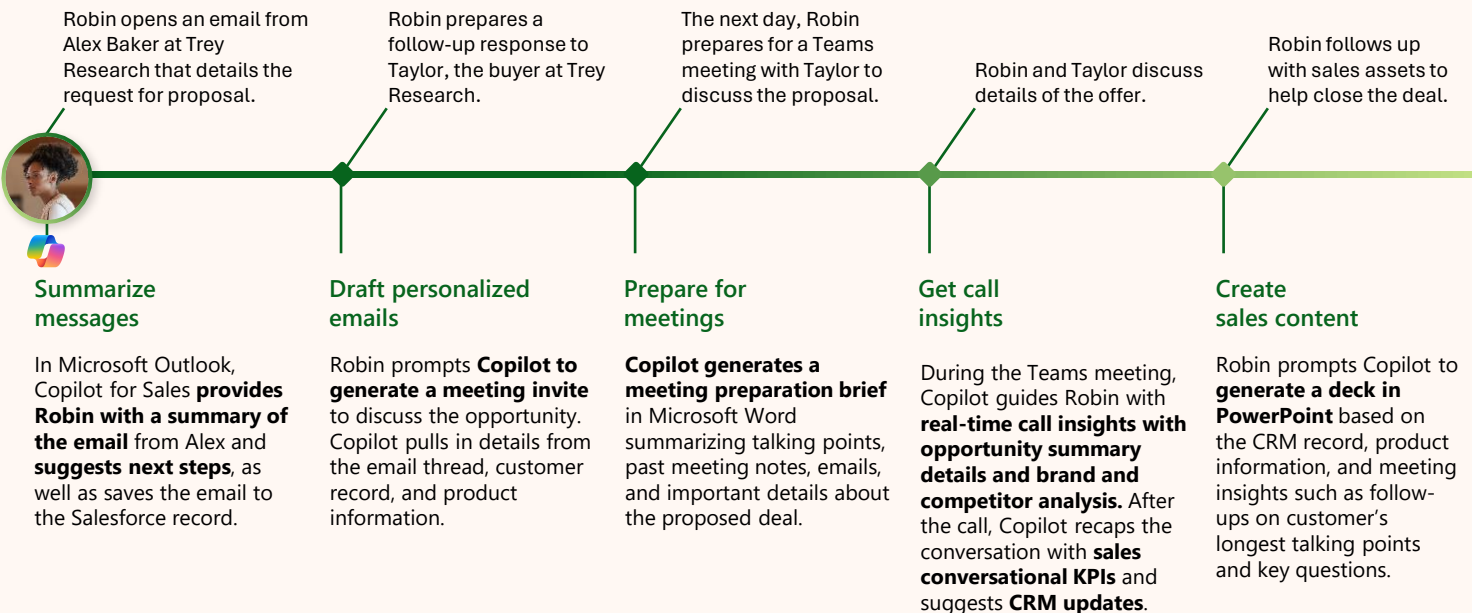
of sellers are more productive

67%

can spend more time engaging customers

A seller's day-in-the-life with Copilot

Robin, a sales representative at Contoso Coffee, is responding to a request for proposal sent by Alex Baker at Trey Research for five coffee machines. Copilot for Sales assists with the request, helping to streamline meeting preparation, email creation, meeting summaries, and customer record updates—with actions seamlessly integrated with Salesforce data, Microsoft Teams, and Outlook.



Copilot helps sellers at more than 30,000 organizations to enrich their customer interactions using data from Dynamics 365 or Salesforce.



Since deploying Copilot for Sales, we've discovered that we have **more valuable information** about any given opportunity than we'd realized. The increased intent information from clients that we now have was only a dream before."

Andy Blevins

Industry Portfolio Lead
Avanade

Copilot in Dynamics 365 Sales

Copilot in [Dynamics 365 Sales](#) empowers sales teams with next-generation AI and advanced customization—now available in Dynamics 365 premium SKUs for no additional cost.

Microsoft Copilot for Sales

[Copilot for Sales](#) brings together the power of Microsoft Copilot for Microsoft 365 with seller specific insights and actions using data from third-party CRMs like Salesforce.



Take the first step with guidance and resources at the Microsoft AI website.

¹ Study conducted by Microsoft's Office of the Chief Economist, in partnership with the Dynamics 365 product group.

² What Can Copilot's Earliest Users Teach Us About Generative AI at Work? (microsoft.com)