



The New Age Of Sales

Sind Sie bereit für intelligente
Sales Tools?

Agenda

- 5 Steps für mehr Vertriebsproduktivität
- Modernes Pipeline- und Forecast Management
- Kundengewinnung durch Teamarbeit
- Social Selling mit LinkedIn
- Use Cases und Highlights

Das heutige Team



Marc Reißig

Business Consultant



Evgeniy Dushkin

Technical Consultant



René Reinli

Sales & Marketing
Manager DACH

AlfaPeople ist ein Top 3 Microsoft Dynamics 365 Partner



14
Countries

1'500
Customers

550+
Employees

+ 50'000
Consultancy hours per month

D365 Finance & Operation (ERP)

180 

- Manufacturing
- Distribution
- Retail
- Professional Services
- Financial Services



Microsoft Dynamics 365
Finance & Operations

D365 Customer Engagement


230 


- Manufacturing
- Distribution
- Retail
- Professional Services
- Financial Services



Microsoft
Dynamics 365 CE


D365 Power Platform & Sharepoint

60 



Power BI Microsoft Flow PowerApps

Power Platform




SharePoint

Sales & Marketing

45 

Management & Administration

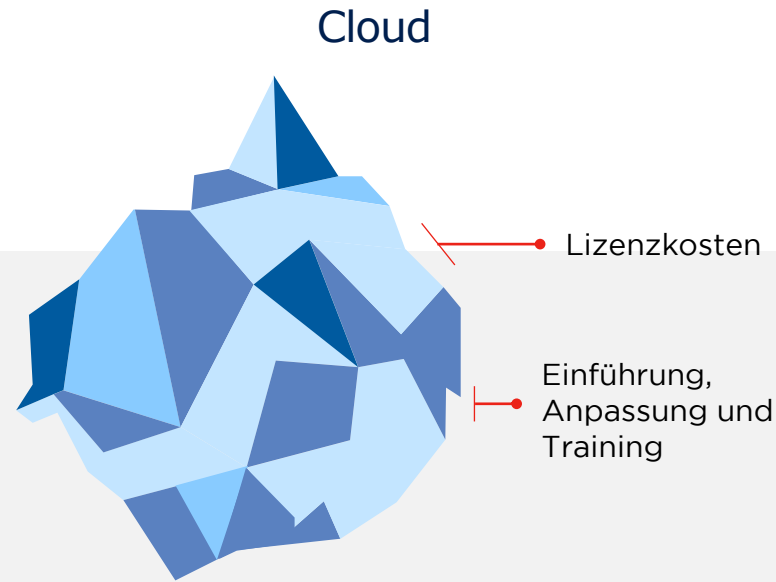
35 



- Gold Cloud Business Applications
- Gold Application Development
- Gold Cloud Platform
- Gold Cloud Productivity
- Gold Data Analytics
- Gold Enterprise Resource Planning

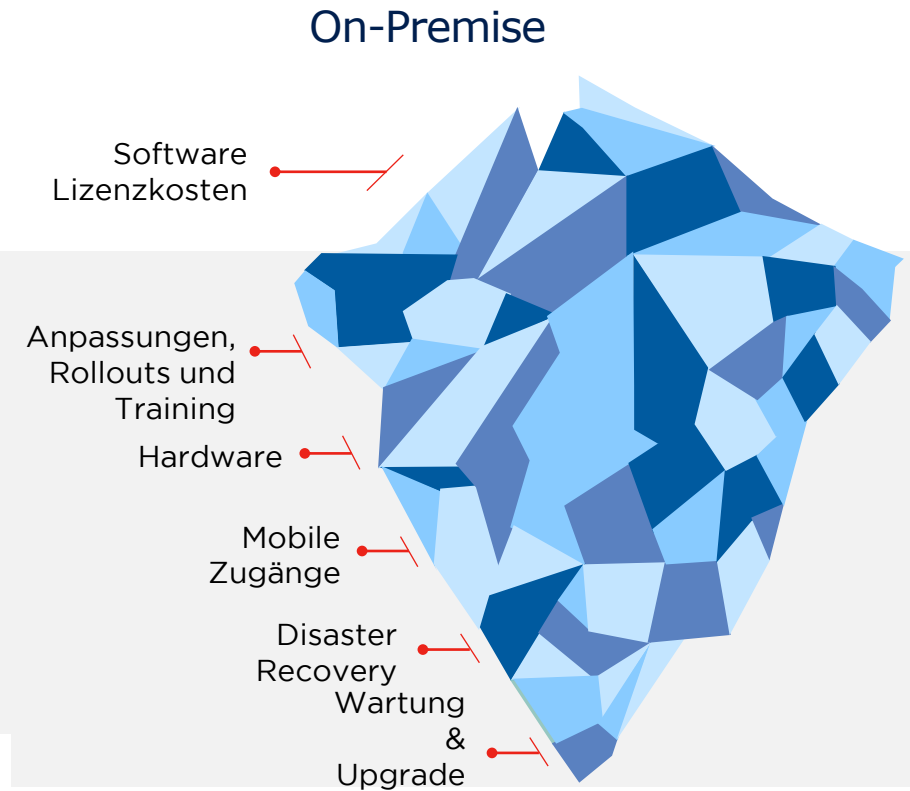


Verringerung der IT Gesamtkosten



- Lizenzkosten
- Konfiguration und Anpassung
- Training
- Systemadministration

Laufende Kosten



- Einspielen von Patches, Upgrades
- Ausfallzeiten
- Performance Verbesserung
- Überarbeitung von Anpassungen
- Überarbeitung von Schnittstellen
- Überarbeitung verbundener Anwendungen
- Hardware und Räumlichkeiten
- Wartung/Upgrade Netzwerk
- Wartung/Upgrade Sicherheit
- Wartung/Upgrade Datenbanken



Business Applications Solutions Ecosystem (BASE)

Microsoft Mission: "Empower every person and every organization on the planet to achieve more."

Interactive Version @ <https://aka.ms/AllAboutBASE>
in / Nick.Fratello@microsoft.com
V.2018.12.1.1

Dynamics 365

▶ Microsoft CEO Satya Nadella's [Business Applications Vision](#) / [Analyst awards](#)

Microsoft Research AI (25+ Years)	Sales Overview	Customer Service Overview	Field Service & IoT Overview	Talent Overview	Finance & Operations Overview	Retail Overview	Project Service Automation Overview	Marketing Overview	Artificial Intelligence Overview	Mixed Reality Overview	Business Central Overview
	Accounts, Customers, Contacts, Leads, Relationships	Cases, Knowledge, Portals, Virtual Agents, Surveys, Unified Service Desk	Technician scheduling, inventory management	Recruiting, Onboarding, Feedback, Learning,	ERP, Financials, Profitability, Asset Mgt	Unified Commerce, Omni Channel, Loyalty	Plan, Deliver, Utilize, Optimize, Forecast	Lead Gen, Nurture, Multichannel, Events & more	AI Sales AI Customer Service AI Market Insights	Remote Assist, Layout, Chevron demo	Financials, Supply Chain, Service, Projects

64K Partners	Office 365 120M Users	LinkedIn 500M Users	Power Platform 5M Users	Common Data Service

Industry Solutions

Outlook	Sharepoint	OneNote	Teams	Excel	Word

Relationship Sales	Talent	Attract

[D365 Connector for LI Lead Gen Forms](#)

Power BI	PowerApps	Flow

[5M Users](#)

Common Data Model	Cloud Services	Data Store	Data API

Azure Services [54 Regions](#), [140 Countries](#), [100 Data Centers](#), [70,000 miles fiber](#), [130 Edge Sites](#)

Vision	Labs	Speech	Knowledge	Language	Search	Cognitive	Bot Framework	600 + Services

On Premise data

[231 Data Connectors](#)

(Adobe to Zendesk)

Salesforce	SAP	Oracle	Workday	IBM	Salesforce	Salesforce	Salesforce

←----- 200 Microsoft Services -----→ [Security Response Center](#) ←----- 7 Trillion cyber events daily = Threat Intelligence -----→

●----- Security ----- Privacy ----- [Microsoft Trust Center](#) ----- Compliance ----- Transparency -----●

Data can get trapped



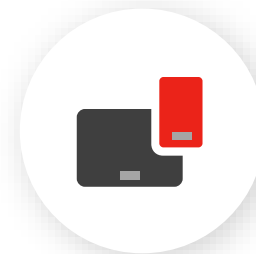
Business apps



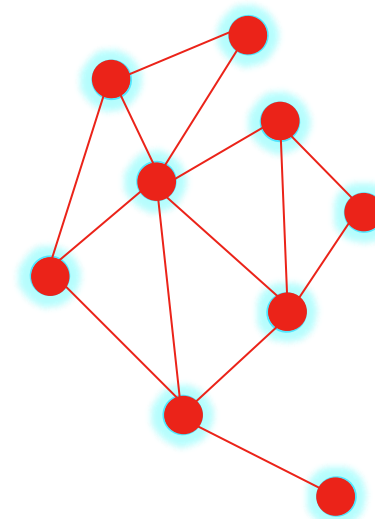
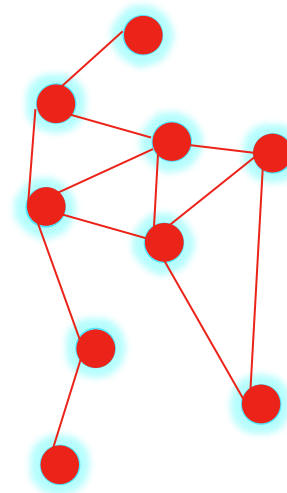
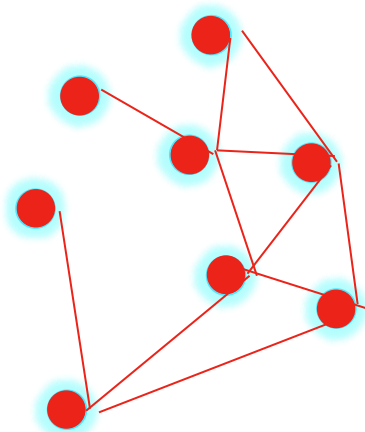
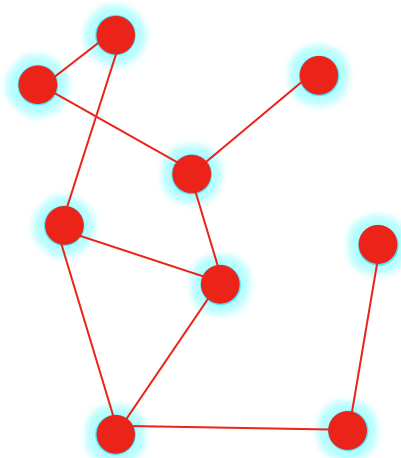
Social networks



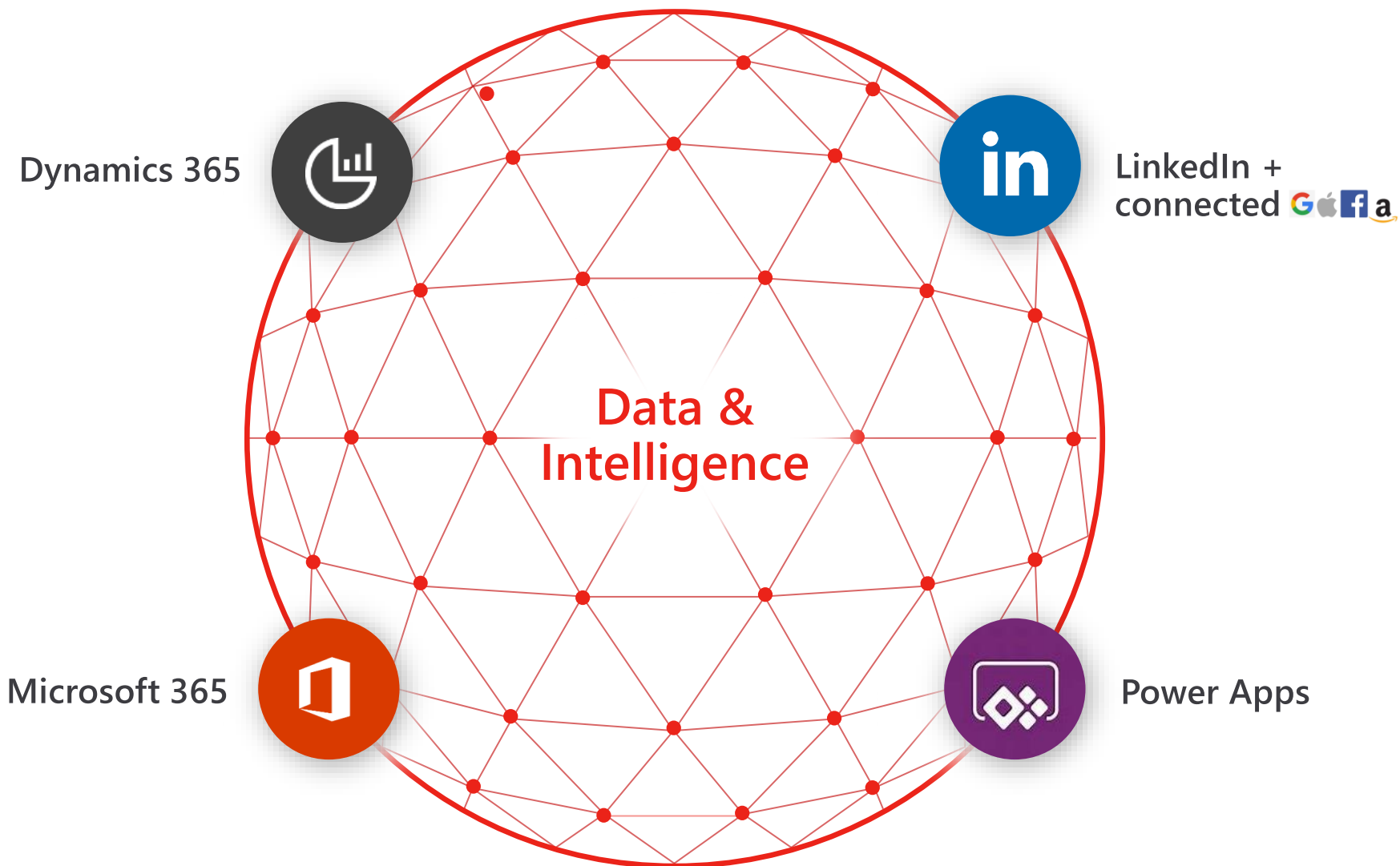
Productivity apps



Custom apps



Bring data together



Adaptive digital selling outcomes

Digital



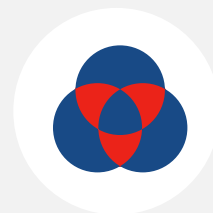
Guide and collaborate with customers remotely

Insights-driven



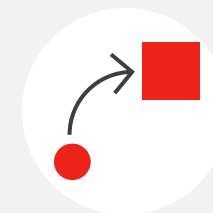
Understand your customers and build stronger relationships

Aligned



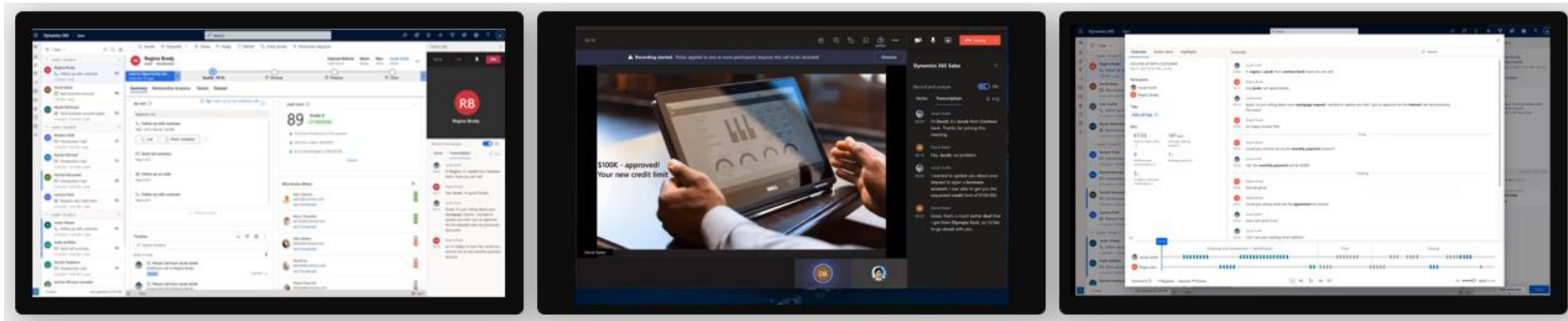
Align and optimize sales and marketing processes to reduce costs

Agile



Help your teams adapt to rapidly changing environment

Meet buyers where they are



Know the next best customer
and activity

Meet and collaborate virtually

Communicate more effectively

Managers face many challenges

Less than 50%
of forecasted business
ends up being closed

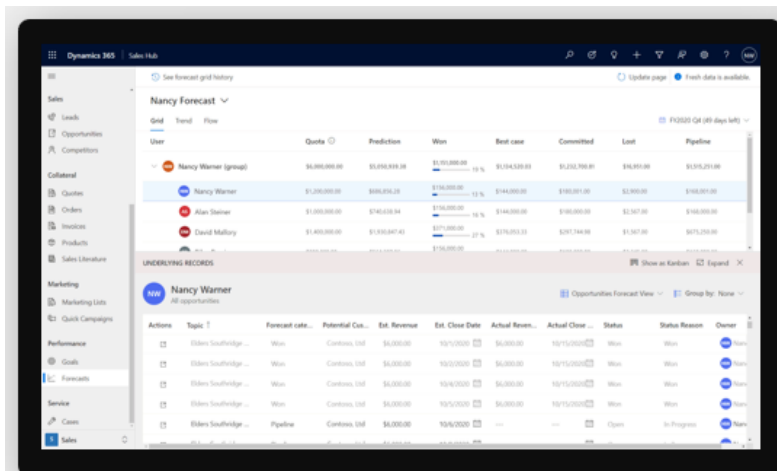
Inaccurate sales forecasts

Can't tell which deals are at risk

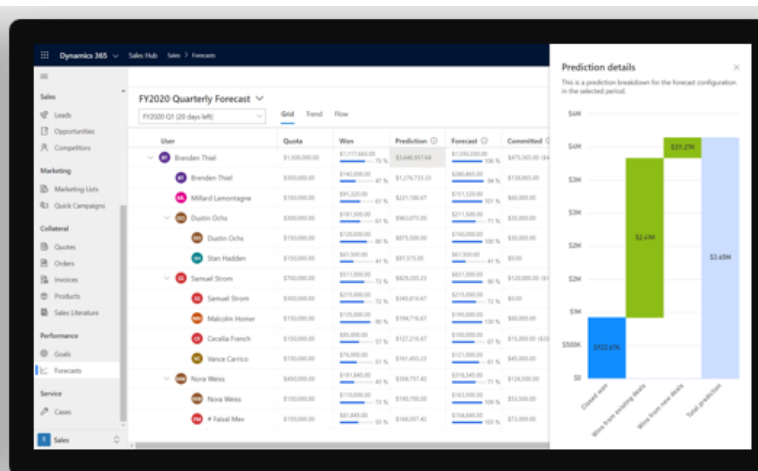
Don't know which sellers need coaching

Unaware of shifting customer and market dynamics

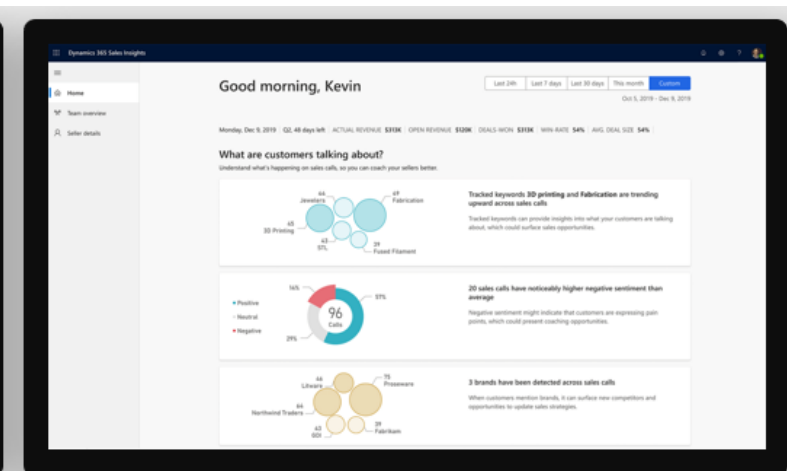
Real-time decision making & coaching



Streamline forecasting



Increase forecast accuracy



Coach teams and detect emerging customer trends

Sales ops face many challenges

Under pressure
in rapidly changing
environment

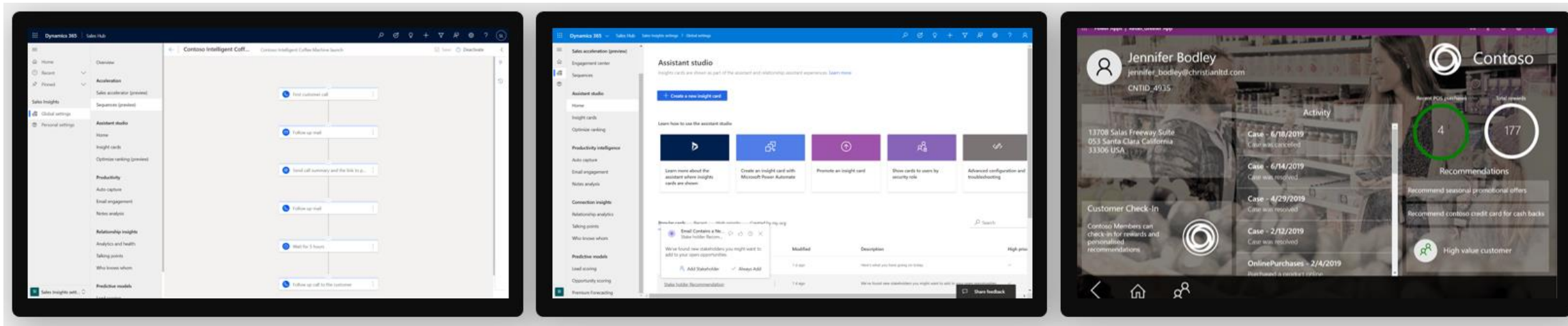
Sales ops role growing 2.7x

Stretched thin - responsible for supporting a wide range of sales activities like strategic planning, sales performance analytics, sales enablement, technology management

Lower than expected adoption of sales tools

Maximize value from technology investments

Adaptive



Tailor processes based on best practices

Adapt AI for your unique needs

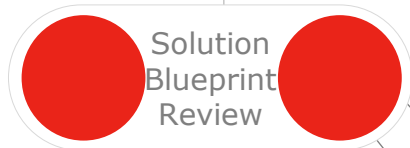
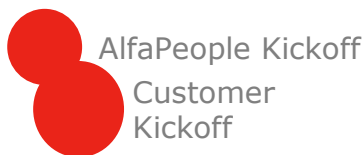
Quickly create custom apps

CRM in 10 days.



INITIATE: Week 1

Get ready to start



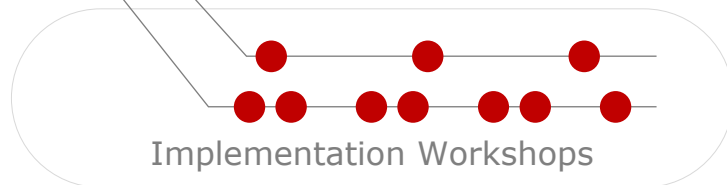
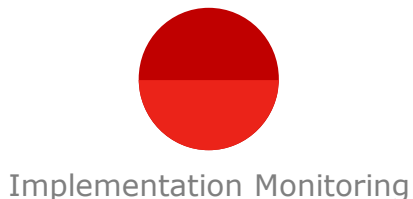
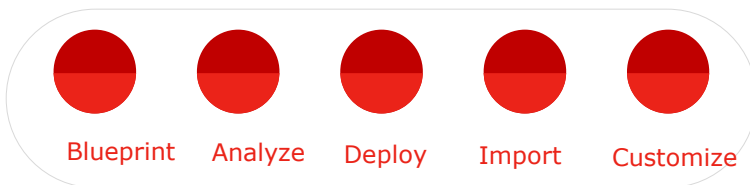
- D365 Sales Professional
- Opt. Marketing, Field S. Add. costs



IMPLEMENT: Week 2

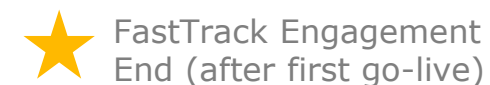
Design

Build



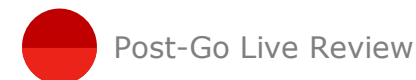
PREPARE: Week 3

Deploy



OPERATE: Week 4

Live



● TechTalks

● Implementation Documentation

● Community

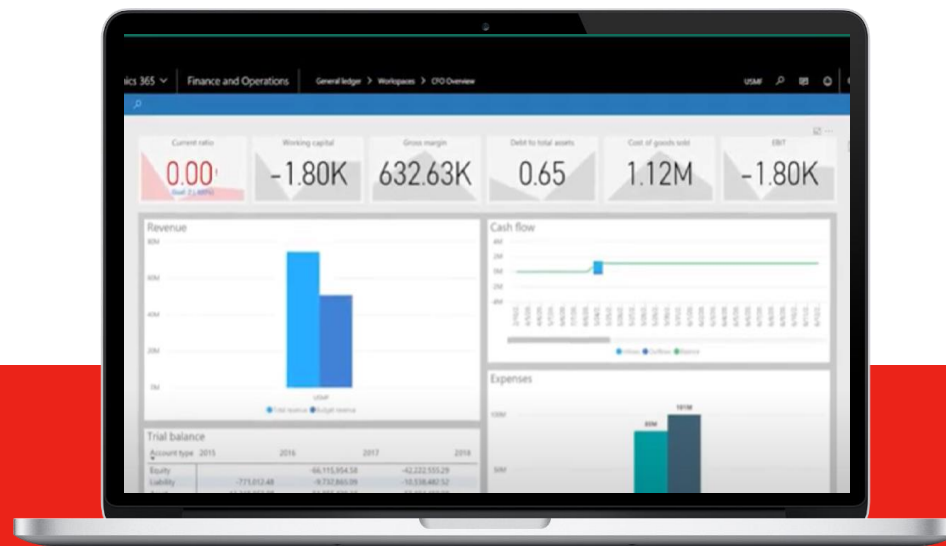


Konkret, kompakt und praxisnah

AlfaPeople Summit. Praxis auf den Punkt. 31. März – 13.00 Uhr

- Vorstellung des AlfaPeople Portfolios
 - Dynamics 365 Sales
 - Dynamics 365 Finance & Supply Chain Management
 - Power Platform
 - Dienstleister für Support und IT-Consulting
- Externer Speaker von Microsoft und zum Thema HoloLens
- Best Practices Ansatz
 - Vorstellung von realisierten Kundenprojekten
- Halbtägiges Event, um wertvolle Impulse für Ihr Business zu gewinnen





Demo

Vielen Dank für Ihre Aufmerksamkeit!



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Ecuador - Germany - Guatemala - Mexico - Saudi Arabia -
Switzerland - United Arab Emirates - United States