



Do what matters

Intelligent Sales with Copilot Evaluation

Time with customers is everything

A man and a woman in business attire are standing on a balcony, looking at a tablet together. The woman is pointing at the screen, and the man is smiling and looking at the tablet. They are both dressed in professional clothing. The background shows a modern building with large windows.

“ Let salespeople focus on where they excel: engaging buyers on a human level. ”

Gartner

Sales is going through massive change — sellers must lean into their unique human strengths and look for technology to assist them.

“Sellers must relinquish some control over customer interactions and **give AI-powered technology** — generative AI, emotion AI and digital humans — **more responsibility to execute core selling activities.**”

— [Gartner](#)

79%

of sellers are supporting more customers and accounts than the previous year. — [Ipsos/Microsoft](#)

25%

more revenue from reduced seller burnout and enhanced efficiency. — [Microsoft](#)

30%

more likely to close high-margin deals when sellers can engage on a human level. — [Gartner](#)



We believe

Sellers who view CRM as an AI-powered sales companion will quickly see the benefits – more time with customers, and a significant impact on revenue growth



25%

Sellers consistently spend less than 25% of their time directly engaging with buyers

Forrester



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60%

By 2028, 60% of B2B seller work will be executed through conversational user interfaces via GenAI sales technologies

Gartner

Do what matters

Why Microsoft Dynamics 365 is the best platform for sales?



Designed for Extensibility

Provide a scalable and adaptable platform that serves as the foundation for digital transformation and evolves alongside the business

- Development framework & accelerators
- Integration services
- Marketplace extensions



Fortified with Robust Security

Safeguard data, protect against threats, and ensure compliance across all business processes

- Rapid security assessments
- Secure by design
- Security automation, monitor, and control



Empowered by AI led automation

Enhance operational efficiency, customer engagement, and decision-making processes

- Automated data insights
- Intelligent content creation
- Process optimization



Ready to Manage & Evolve

Continuous management, optimization, and evolution to ensure alignment with business goals over time

- Continuous Monitoring and performance tuning
- Incremental upgrades and innovation
- Training and user adoption



And we can help your sellers leverage Copilot for Sales

Copilot for Sales connects directly with your CRM platform (Microsoft Dynamics 365, Salesforce and others) to bring sales insights and next-generation AI into the flow of work, so sellers can maximize productivity and close more deals.



From

To

Hunting down details

Automating tasks

Pull key information (status, progress, etc.) directly from CRM to automate creation of summaries and reports.

Sending generic communications

Personalizing interactions

Automatically craft emails tailored to specific customers and opportunities, sometimes based on hard-to-uncover insights.

Researching accounts manually

Streamlining workflows

Put essential account overviews at sellers' fingertips—with previous interaction notes, concerns raised, etc.

Missing critical info

Getting real-time call insights

Help sellers react promptly during Teams meetings with automatic insights on competitor/brand mentions.

Avanade Intelligent Sales: Free your sellers to accelerate revenue generation

Relationship selling



Build relevance and uncover new opportunities with AI

- Increase lead volumes through relationship building
- Boost acquisition and loyalty
- Enhance sales productivity
- AI assistance and automation to maximize seller performance
- AI tools for customer insights, and real time coaching
- Empower pipeline growth

Opportunity management



Optimize sales cycles and reduce the admin burden on sellers

- Increase win rates with opportunity insights
- Shorten the sales cycle with AI powered recommendations
- Increase average deal size with relevant recommendations
- Drive user adoption by positioning CRM as a sales assistant

Forecasting and reporting



Predict pipeline with confidence through AI driven forecasting

- Improve forecasting accuracy with connected data
- Gain a better understanding of win/loss rate through AI-powered analysis
- Empower sellers with insights on high value, high probability deals
- Easily spot trends and growth opportunities

Unmatched expertise and scale for your success



An unrivalled Microsoft Partnership

- From the board to engineering, we're aligned with Microsoft
- We help Microsoft to build their technology solutions
- We are the first to experiment, trial and deploy new Microsoft capabilities
- We deploy new features to clients before general market availability, staying at the forefront of technology developments and building expertise faster than other partners



"Known as one of the best in Microsoft Business Applications" - Forrester

- Leader: The Forrester Wave™: Microsoft Business Applications Services, Q1 2024
- Leader, Everest Group PEAK Matrix® for Microsoft Dynamics 365, 2023
- Leader, New IDC MarketScape for Asia/Pacific Microsoft Dynamics 365 Implementation Services 2023



Creating value for over 700 clients



Beyond technology

- Our expertise stretches beyond Microsoft Dynamics 365, from Data & AI to Modern Work, Security and beyond
- Our people-first consulting services help you prioritize practical actions and drive business value
- We bring deep industry expertise to help you navigate the complex landscape of today's business world and thrive in the AI-first age
- Our managed services deliver continuous value, optimizing your IT estate and freeing up resources



Get started: Intelligent sales with Copilot evaluation

Take advantage of AI and Copilot to free your sellers to spend more time with customers and close more deals.

Plotting your path

Join us for an interactive 2-week engagement. Together, we will help you understand your readiness for sales transformation and guide you on how to approach your priority initiatives for maximum value and impact, providing you with:

- A value assessment framework and value activation recommendations
- A readiness scorecard across technical architecture, content, data, and organization
- A prioritized use case(s) deployment roadmap
- A value case and risk mitigation plan



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