

Drive Microsoft Co-sell Success with Labra

CRM-first Co-sell Integration and Automation

The Challenge

Co-selling with Microsoft can be a time-consuming process with teams often having to move back and forth between their CRM and Microsoft Partner Portal to share opportunities.

This costs time and effort adding inefficiencies and increasing the chance of human error.

The Solution

Labra's integration simplifies the entire Co-selling process. Providing a **streamlined, error-free, experience** with improved efficiency, accuracy, and **faster deal close times**.

Labra helps companies become Co-sell eligible and have a scalable Microsoft Sales motion set up in just 8-weeks.

Our **Propensity Scores** help you prioritise prospects and improve conversions. Labra **strengthens Microsoft team collaboration**, accelerating your revenue goals.

Features at a glance:

- ✓ Referral automation
- ✓ Incoming lead management
- ✓ Validations for error-free submission
- ✓ Map CRM fields to Microsoft referral fields
- ✓ Dashboards and live sync status
- ✓ Integrate with 1,000+ external tools
- ✓ Build custom workflows with no-code

Why Labra?

Sync Leads and Opportunities Automatically

With our **CRM integration**, you can manage entire Cloud Co-sell from within your CRM Salesforce/Hubspot. Labra takes care of the rest and syncs the lead and opportunity data with Microsoft Seller teams. Incoming referrals are also visible in your CRM.

Co-sell Like a Pro!

Leverage intelligence to score your leads, prioritize your outreach, and meet your revenue outcomes.

Automate referral sharing and approvals to improve speed, collaborate better, and build trust with Microsoft teams.

Work efficiently with your sales, alliance, finance, Microsoft partner, channel partners teams, and resellers from within your Salesforce CRM.

Pre-built Salesforce Flows provide fully automated functions for referral creation and data sync on CRM opportunity object changes.

Go further with Marketplace and Channel Partners

Labra's CRM app has **Microsoft Marketplace integrations built-in**, offering better synergy across your entire Cloud Sales pipeline.

Involve **Channel Partners and resellers** right from your CRM to scale your revenues even faster and drive ecosystem-led growth strategies.