

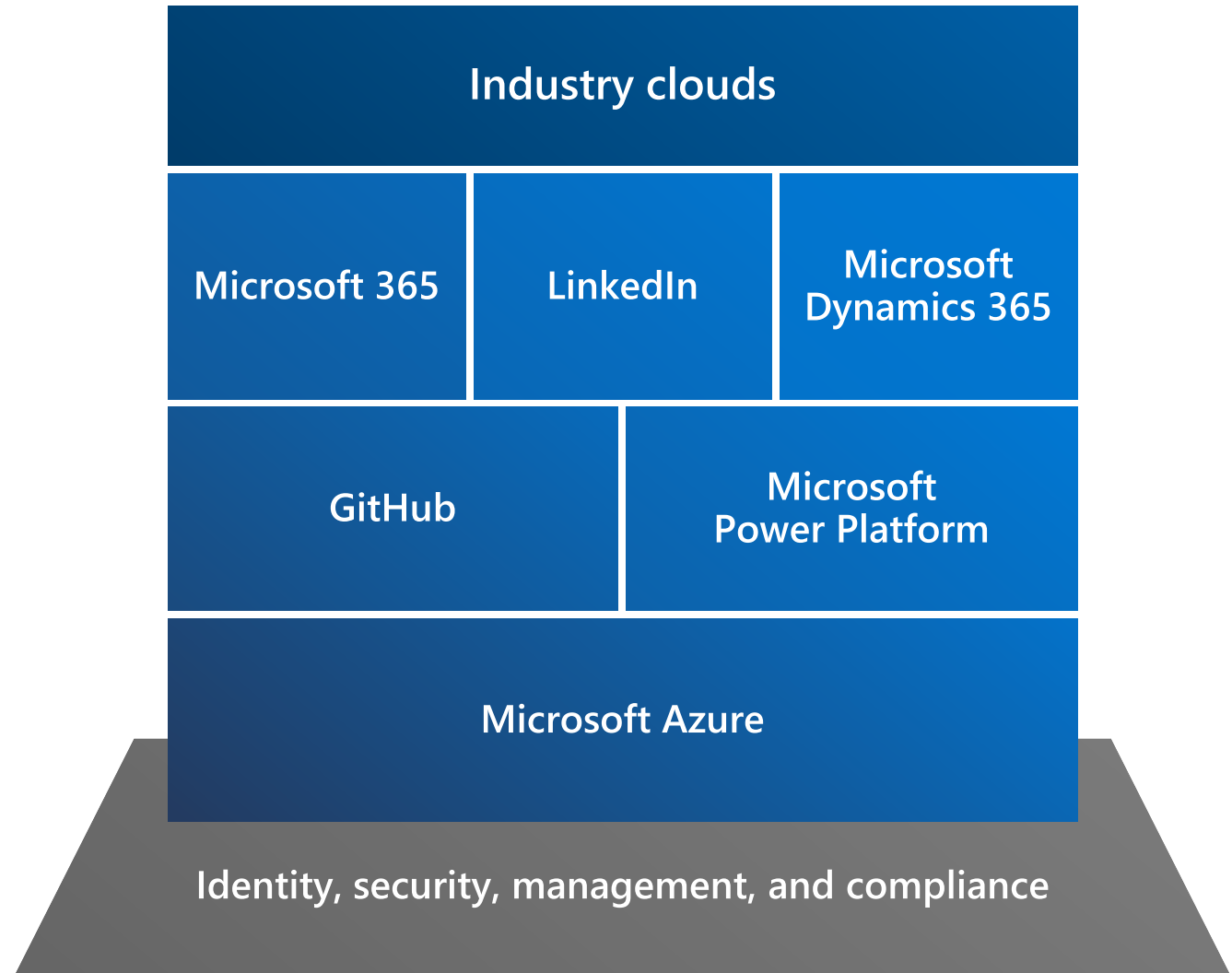
The image features a dark blue background with a complex, abstract pattern of curved, overlapping lines that create a sense of depth and movement. The lines are rendered in various shades of blue, from deep navy to a lighter, almost white glow, suggesting a 3D effect. In the center of the image, the word "NEXXER" is written in a bold, white, sans-serif font. The letters are thick and blocky, with a slight shadow or glow around them, making them stand out prominently against the busy background.

NEXXER

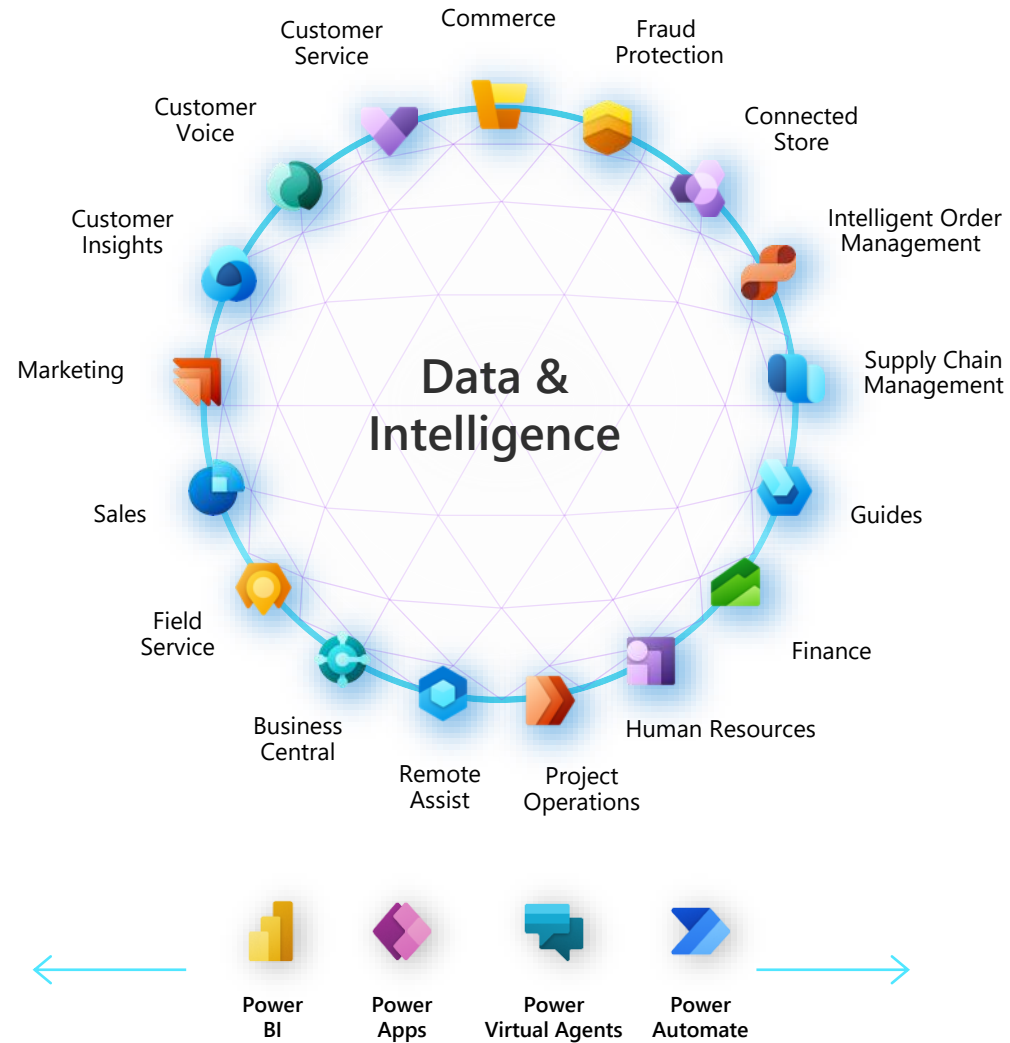
Why Microsoft

Together,
it's possible

To accelerate revenue, improve customer loyalty and empower your sales teams to achieve more.



Business Applications



The buying journey has changed



80% of customers say they are more likely to do business with a company if it offers personalized experiences¹



65% of customers intend to continue their changed buying behaviors after the pandemic²



B2B buyers report spending exceedingly little time with sales reps. Only 17% of the total purchase journey is spent in such interactions³



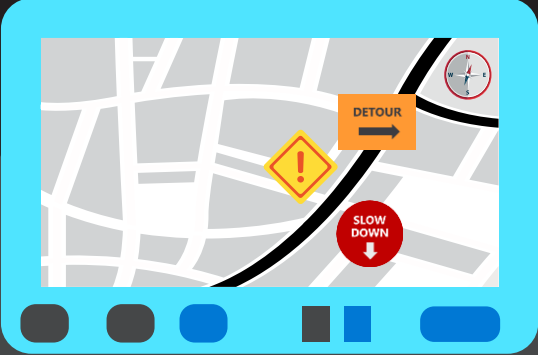
43% of companies report having a fragmented approach with inconsistent integration between marketing and customer experience technologies⁴



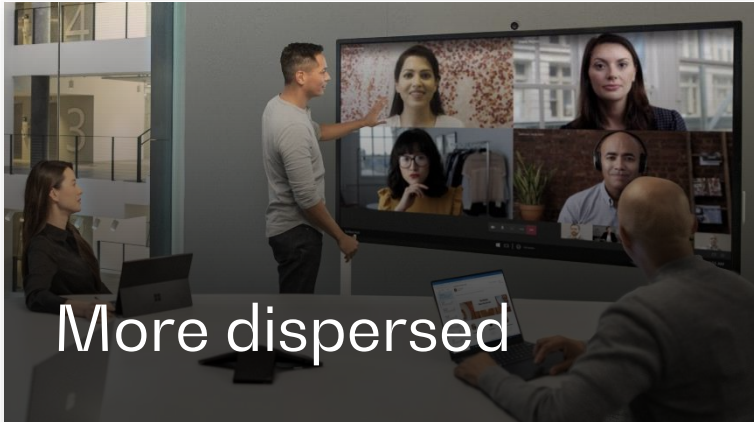


SPEED
LIMIT
60

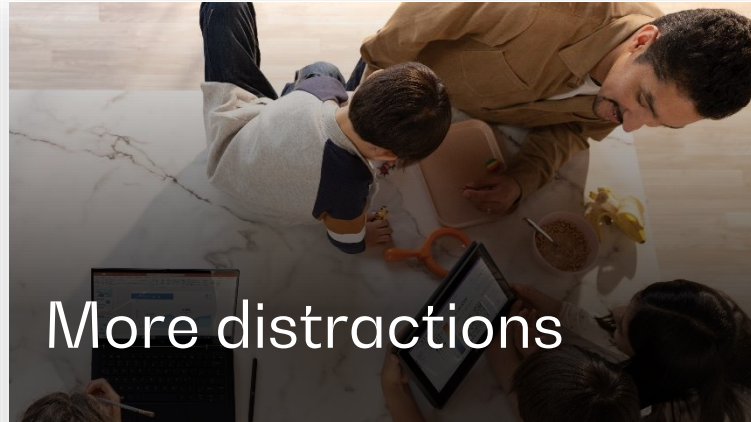
10:59



More roadblocks to selling



50% of business travel will disappear in post-pandemic world ¹



78% of employees report being distracted and needing help to focus ²



75% of buying involved people from a wide variety of roles, teams, and locations ³

¹ [Bill Gates](#)

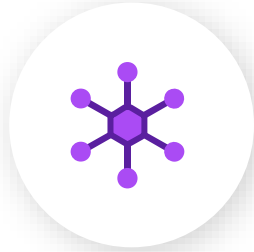
² [Willis Towers Watson](#)

³ [Gartner](#)

Data can get trapped



Business apps



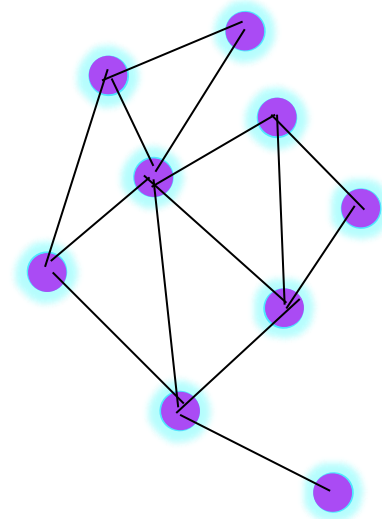
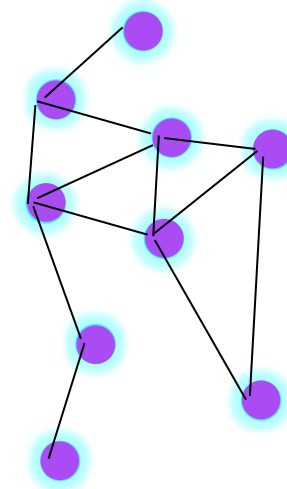
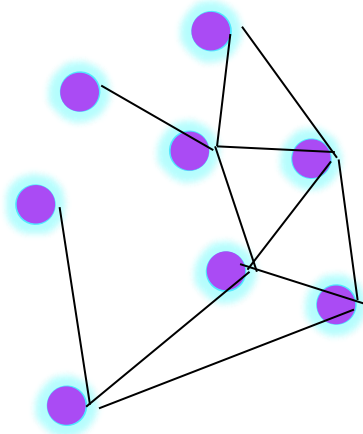
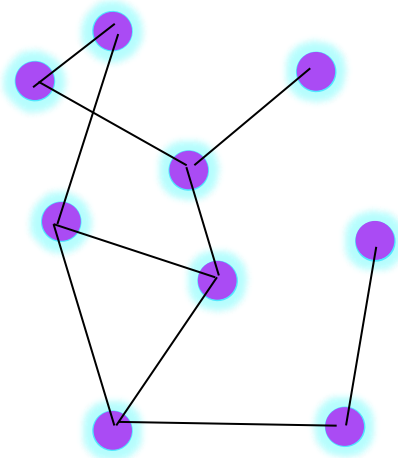
Social networks



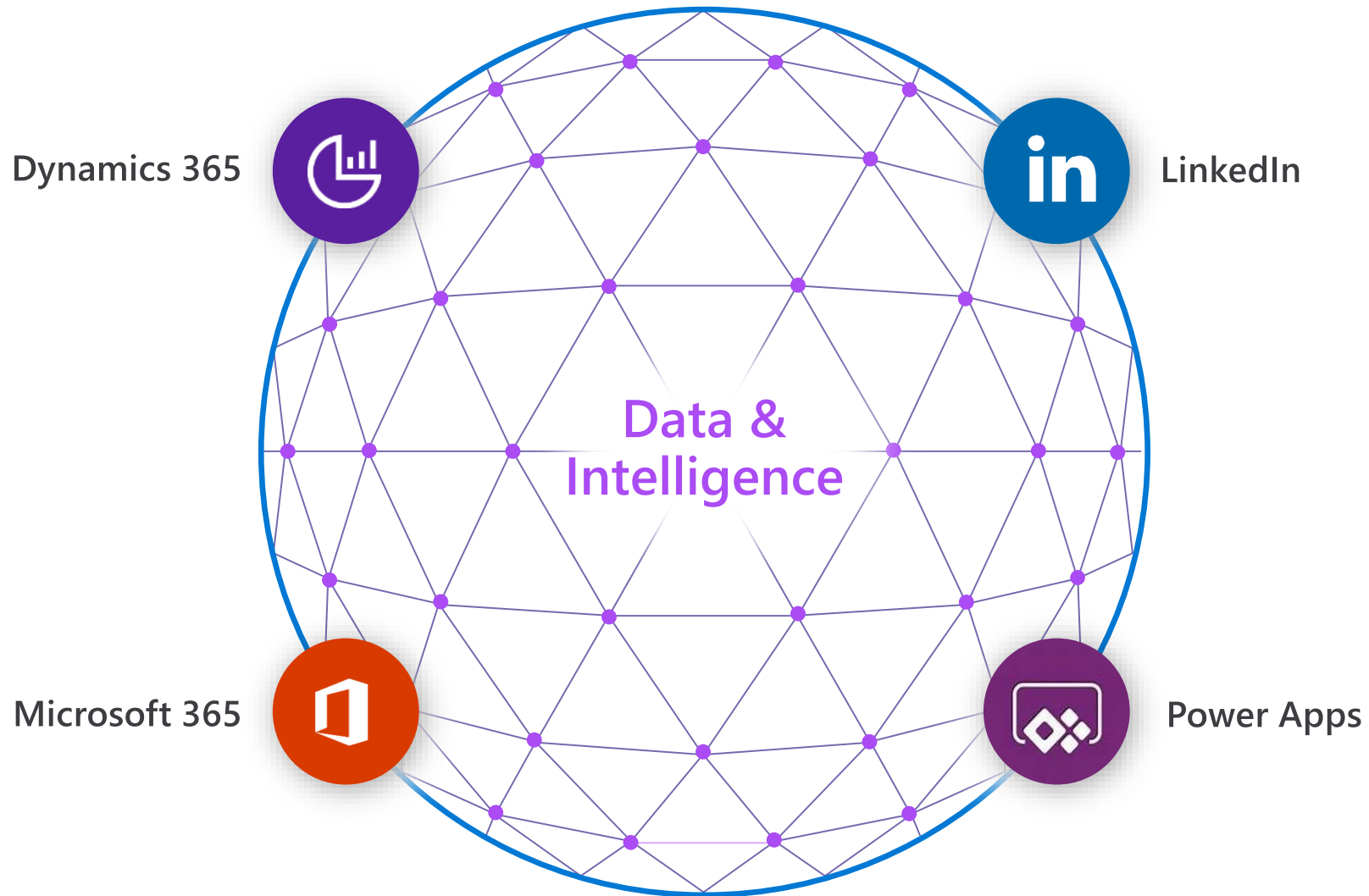
Productivity apps



Custom apps



Bring data together



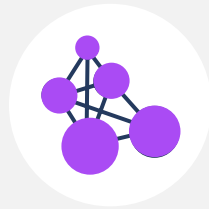
Adaptive digital selling outcomes

Digital



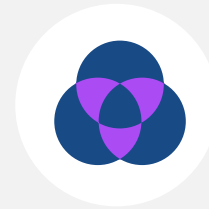
Guide and collaborate with customers remotely

Insights-driven



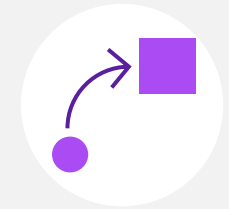
Understand your customers and build stronger relationships

Aligned



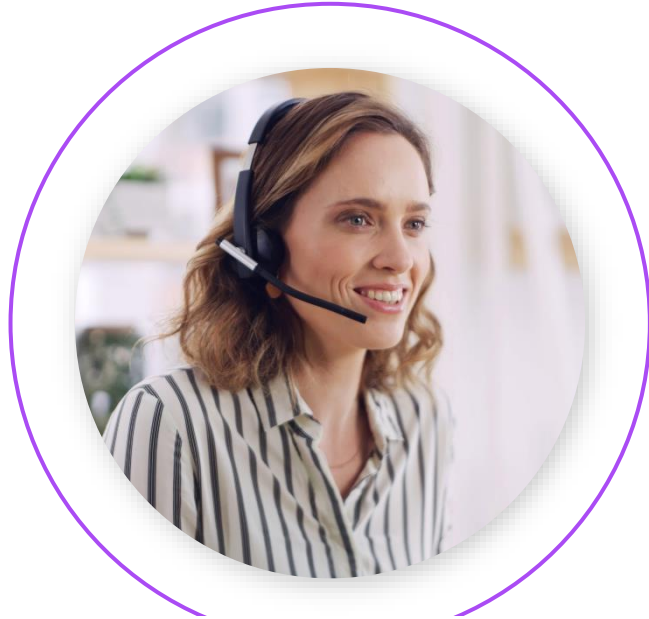
Align and optimize sales and marketing processes to reduce costs

Agile



Help your teams adapt to rapidly changing environment

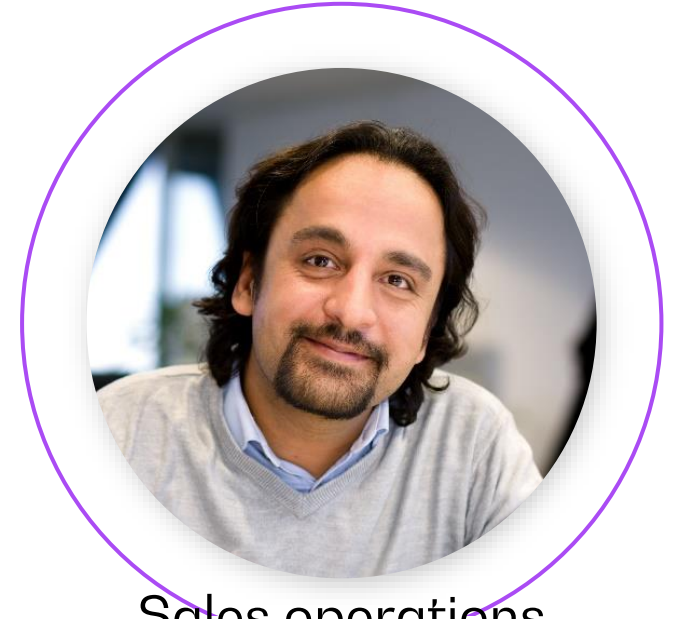
Empowering the entire sales team



Seller



Sales manager



Sales operations
manager

Sellers face many challenges



Only 18%

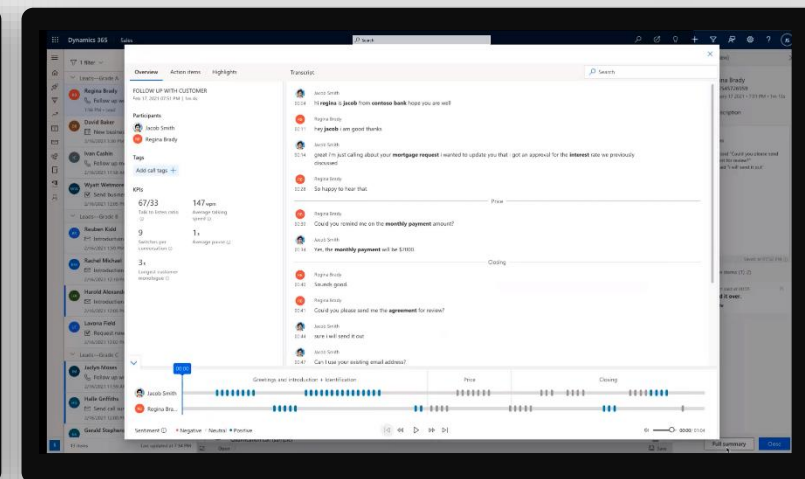
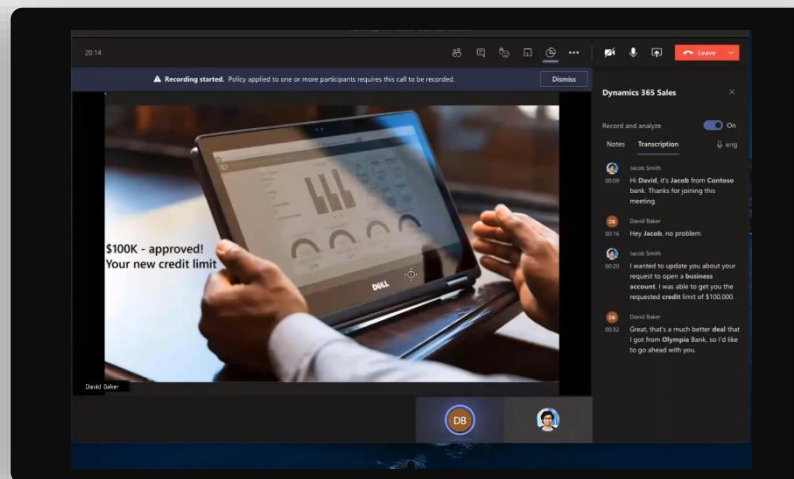
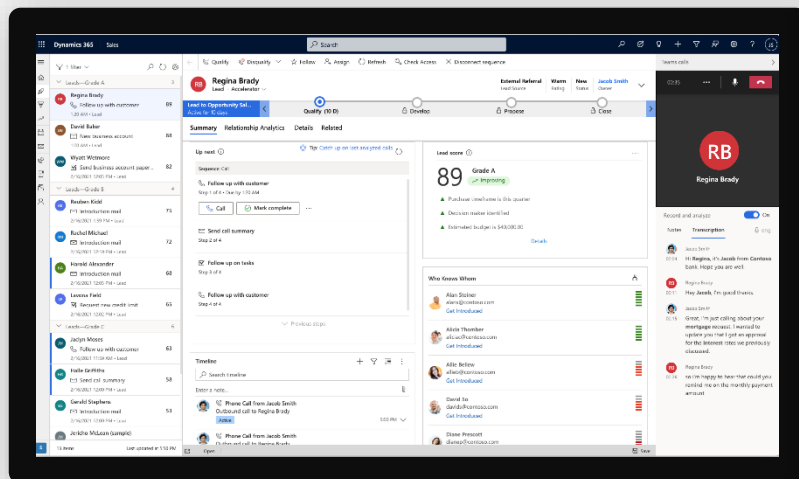
are considered
trusted advisors

Customer research and meeting prep is time-consuming

Bogged down with disjointed process and admin tasks

Can't read the customer

Meet buyers where they are



Know the next best customer and activity

Meet and collaborate virtually

Communicate more effectively

Build relationships



CONTACT INFORMATION

First Name: Alex
Last Name: Baker
Job Title: Caterina Manager
Account Name: They Research
Email: alexb365@outlook.com
Business Phone: 567-900-7865
Mobile Phone: 567-900-7886
Fax: 567-900-7866
Preferred Method of Contact: Any
Address 1: Street 1, 1375 3rd St, San Francisco, CA

Timeline

- Search timeline
- Mail From David Mallory: New Coffee Machine Introduction
- Mail From David Mallory: Sales Demo
- Email From David Mallory: Introduction to Alex Baker
- Customer Voice survey response from Alex Baker
- Customer Voice survey response from Alex Baker

SALES NAVIGATOR

Alex Baker
Caterina Manager at They Research
11 connections
4 shared connections

CONTACT INFORMATION

First Name: Alex
Last Name: Baker
Job Title: Sales Manager
Account Name: Nestle
Email: alexb365@outlook.com
Business Phone: 567-900-7865
Mobile Phone: 567-900-7886
Fax: 567-900-7866
Preferred Method of Contact: Any
Address 1: Street 1, 1375 3rd St, San Francisco, CA

Timeline

- Search timeline
- Appointment from David Mallory: Appointment per offer
- Phone Call from Sanjay Shah: Telespeaking Call
- Phone Call from Sanjay Shah: Telespeaking Call
- Customer Voice survey invite from David Mallory: Please fill the Customer voice Survey Request
- Customer Voice survey invite from David Mallory: Please fill the Customer voice Survey Request
- Customer Voice survey invite from David Mallory: Please fill the Customer voice Survey Request

SALES NAVIGATOR

Alex Baker
Sales Manager at Nestle
11 connections
4 shared connections

My Open Opportunities by Relationship

Opportunity Name	Value	Health Score	Status
3D Printers for NV	\$70,000.00	Good	Improving
EBen Opportunity	\$5,000.00	Fair	Improving
Opportunity for ...	\$45,000.00	Good	Steady
Muddled Opportu...	\$40,000.00	Good	Improving
3D Printer opport...	\$100,000.00	Good	Improving
3D printer for David	\$4,000.00	Good	Improving
3D Printer for Ric...	\$65,000.00	Good	Improving
LHD Postlat	\$40,000.00	Fair	Improving
HD Printer for San...	\$15,000.00	Poor	Improving
Life insurance Pol...	\$80,000.00	Good	Improving

Get contextual insights from LinkedIn

Find new leads

Identify customers who need attention

1 filter

Leads—Grade A	4
Regina Brady Follow up with customer 1:56 PM • Lead	90
David Baker New business account - follow... 2/16/2021 3:30 PM • Lead	89
Ivan Cashin Follow up meeting with custo... 2/16/2021 11:58 AM • Lead	88
Wyatt Wetmore Send business account paper... 2/16/2021 12:05 PM • Lead	82
Leads—Grade B	4
Reuben Kidd Introduction mail 2/16/2021 1:59 PM • Lead	75
Rachel Michael Introduction mail 2/16/2021 12:10 PM • Lead	72
Harold Alexander Introduction mail 2/16/2021 12:05 PM • Lead	68
Lavona Field Request new credit limit 2/16/2021 12:02 PM • Lead	65
Leads—Grade C	5
Jaclyn Moses Follow up with customer 2/16/2021 11:59 AM • Lead	63
Halle Griffiths Send call summary 2/16/2021 12:00 PM • Lead	58
Gerald Stephens	

13 items Last updated at 7:34 PM

Regina Brady
Lead · Accelerator

Lead to Opportunity Sal...
Active for 51 hours

Qualify (51 Hrs) Develop Propose Close

Seminar Lead Source Warm Rating New Status Jacob Smith Owner

Summary Relationship Analytics Details Related

Up next Tip: Catch up on last analyzed calls

Sequence: Call

Follow up with customer
Step 1 of 4 • Due by 1:56 PM

Call Mark complete

Send call summary
Step 2 of 4

Follow up on tasks
Step 3 of 4

Follow up with customer
Step 4 of 4

Previous steps

Lead score Grade A
90 → Steady

- Purchase timeframe is next quarter
- Purchase process is individual
- Lead is relatively new
- Estimated budget is \$50,000.00

Details

Who Knows Whom

- Alan Steiner
alans@contoso.com
Get Introduced
- Alicia Thomber
aliciac@contoso.com
Get Introduced
- Allie Bellew
allieb@contoso.com
Get Introduced
- David So
davids@contoso.com
Get Introduced

Timeline

Search timeline

Enter a note...

Phone Call from Jacob Smith
Follow up with customer
Active 2/16/2021 10:32 PM

Phone Call from Jeremy Johnson
Qualification call (sample)

Managers face many challenges



Less than 50%
of forecasted business
ends up being closed

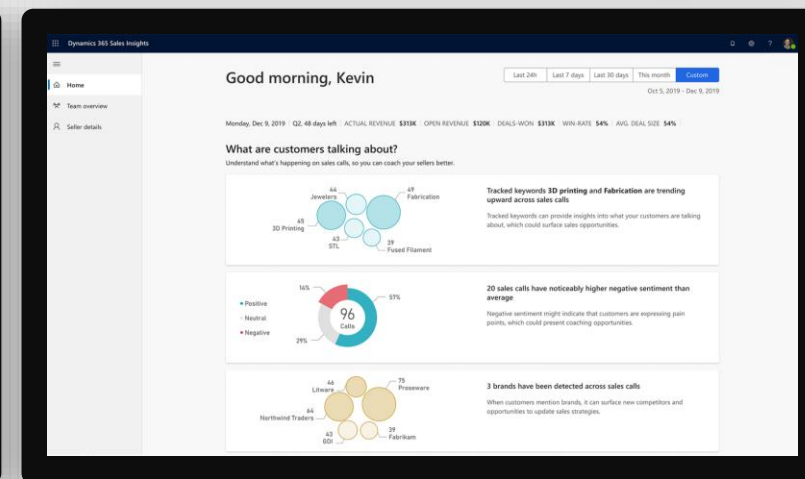
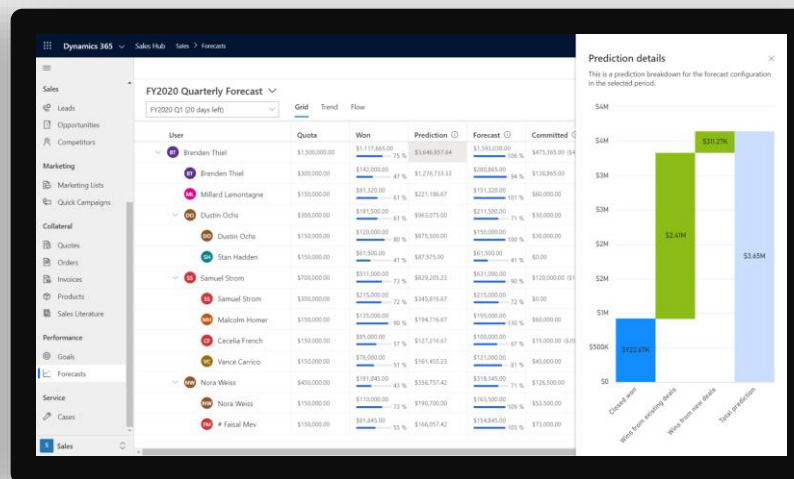
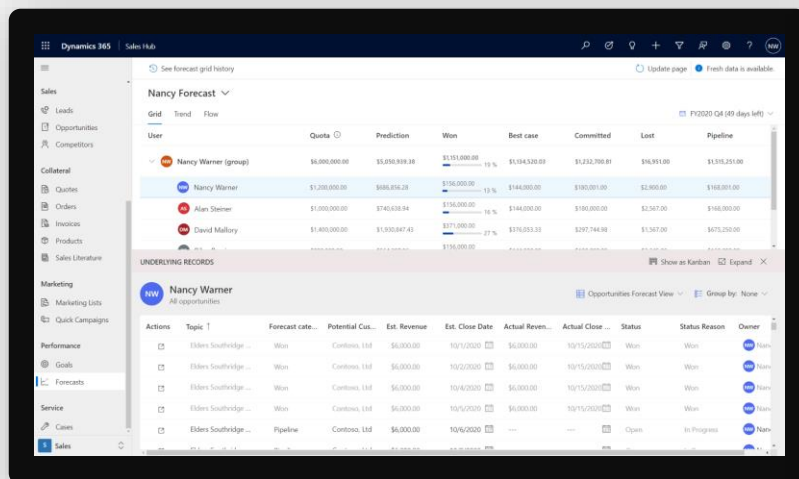
Inaccurate sales forecasts

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

- Home
- Recent
- Pinned
- My Work
 - Sales accelerator
 - Dashboards
 - Activities
- Customers
 - Accounts
 - Contacts
- Sales
 - Leads
 - Opportunities
 - Opportunity Split
 - Competitors
- Marketing
 - Marketing Lists
 - Quick Campaigns
 - Campaigns
- Collateral
 - Quotes
 - Orders

See forecast grid history

Update page Fresh data is available.

FY2020-2021 Territory Forecast

Grid Trend Flow

FY2020 Q4 (67 days left) \$ USD

Drill down by: None

Territory	Manager	Quota	Prediction	Forecast	Won	Committed	Best case	Pipeline	Gap to quota
World (group)	John Peltier	\$60,000,000.00	\$57,517,724.28	\$50,287,601.00 84 %	\$19,222,676.00 32 %	\$31,064,925.00	\$2,393,342.00	\$435,500.00	\$40,777,324.00
North America (group)		\$35,000,000.00	\$33,245,497.29	\$32,310,155.00 92 %	\$12,064,237.00 34 %	\$20,245,918.00	\$958,866.00	\$177,500.00	\$22,935,763.00
US East (group)		\$10,000,000.00	\$9,166,907.21	\$8,258,973.00 83 %	\$2,227,397.00 22 %	\$6,031,576.00	\$278,880.00	\$54,000.00	\$7,772,603.00
US West (group)		\$25,000,000.00	\$24,078,590.07	\$24,051,182.00 96 %	\$9,836,840.00 39 %	\$14,214,342.00	\$679,986.00	\$123,500.00	\$15,163,160.00
EMEA (group)		\$5,000,000.00	\$2,651,425.00	\$1,151,678.00 23 %	\$590,000.00 12 %	\$561,678.00	\$305,000.00	\$22,000.00	\$4,410,000.00
APAC (group)		\$20,000,000.00	\$21,620,801.99	\$16,825,768.00 84 %	\$6,568,439.00 33 %	\$10,257,329.00	\$1,129,476.00	\$236,000.00	\$13,431,561.00
Northeast Asia (group)		\$2,000,000.00	\$2,273,400.00	\$877,937.00 44 %	\$60,000.00 3 %	\$817,937.00	\$440,326.00	\$96,500.00	\$1,940,000.00
Southeast Asia (group)		\$18,000,000.00	\$19,347,401.99	\$15,947,831.00 89 %	\$6,508,439.00 36 %	\$9,439,392.00	\$689,150.00	\$139,500.00	\$11,491,561.00

Sales ops face many challenges



Under pressure
in rapidly changing
environment

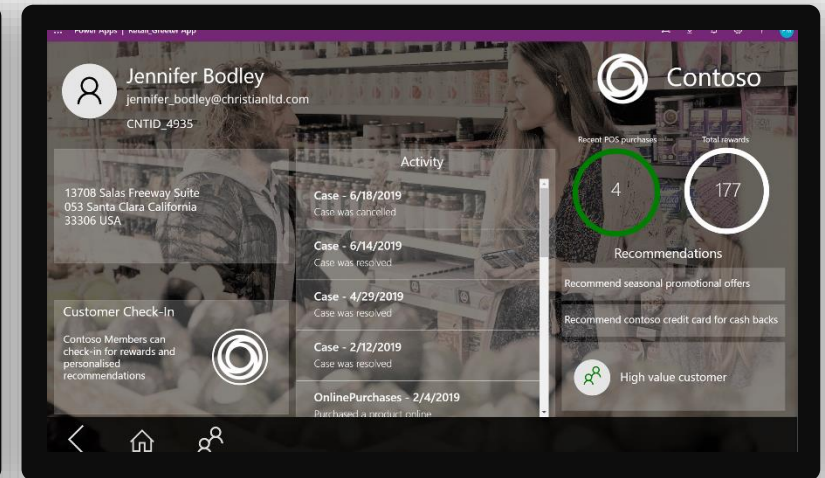
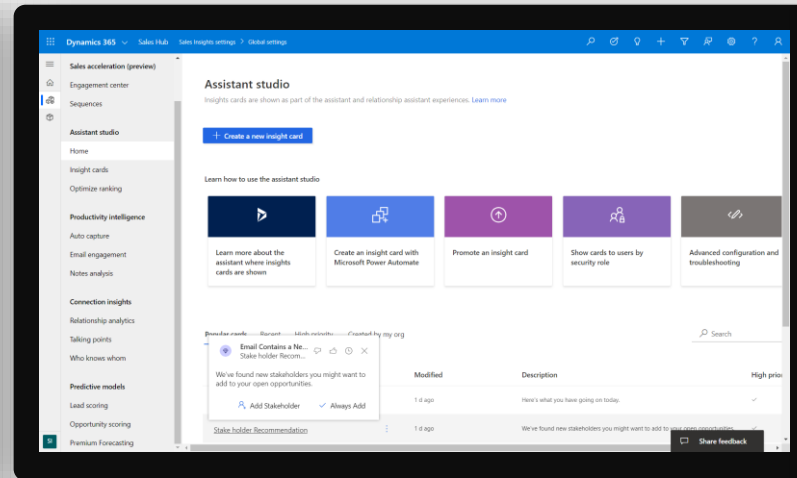
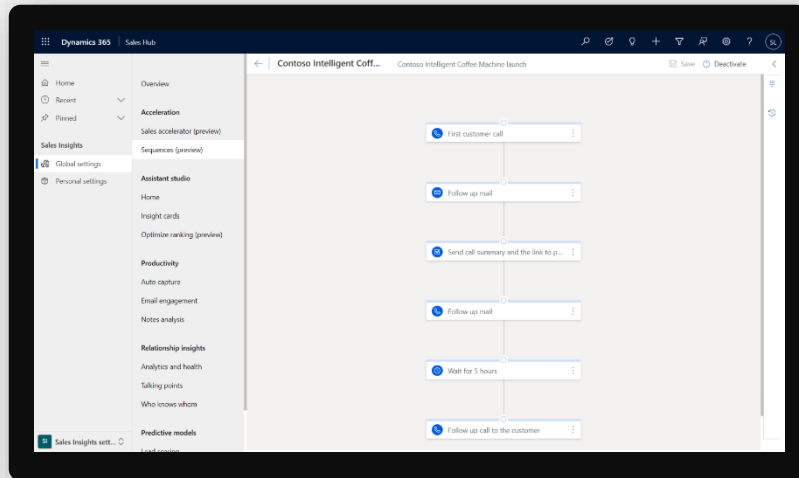
Sales ops role growing 2.7x

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

My Open Leads

Search this view

Name	Topic	Status Reason	Created On
Glenda Francis	20 Airpot XL Coffee Makers for Consolidated Messenger	New	1/17/2021 12:43 PM
Horace Crutcher	3 Café Corto Espresso Machines for Lucerne Publishing	New	1/17/2021 12:43 PM
Harriet Parrish	15 Airpot Duo Coffee Makers Short-term Rental for Lucerne...	New	1/17/2021 12:43 PM
Lilly Pyles	3 Café Duo Espresso Machine Long-term Lease for A. Datum	New	1/17/2021 12:43 PM
Kenya Brady	20 Airpot XL Coffee Makers for Consolidated Messenger	New	1/17/2021 12:43 PM
Harrison Curtis	5 Café Duo Espresso Machines for Fabrikam	New	1/17/2021 12:43 PM
Gerald Stephens	10 Airpot Lite Coffee Makers Long-term Lease for Alpine Sk...	New	1/17/2021 12:43 PM
Lavona Field	15 Airpot Duo Coffee Makers for Fabrikam	New	1/17/2021 12:43 PM
Winford Asher	10 Airpot Coffee Makers for Fabrikam	New	1/17/2021 12:43 PM
Hillary Mullins	3 Café S-100 Semiautomatic Espresso Machines for Graphic...	New	1/17/2021 12:43 PM
Jackelyn Thurman	25 Airpot XL Coffee Makers for Southridge Video	New	1/17/2021 12:43 PM
Jermaine Berrett	5 Café Lite Espresso Machines for A. Datum	New	1/17/2021 12:43 PM
Rachel Michael	20 Airpot XL Coffee Makers for Alpine Ski House	New	1/17/2021 12:43 PM
Jabez Parker	5 Café Lite Espresso Machines for Proseware	New	1/17/2021 12:43 PM
Josiah Love	10 Airpot Duo Coffee Makers for Alpine Ski House	New	1/17/2021 12:43 PM
Jaclyn Moses	15 Airpot Duo Coffee Makers for Wide World Importers	New	1/17/2021 12:43 PM
Gabriela Christiansen	5 Café Grande Espresso Machines for A. Datum	New	1/17/2021 12:43 PM

Filter tabs: All, #, A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z

Sales Insights



B2B

Dynamics 365 Sales Insights: Generate & track high quality leads at scale – Lead scoring

- *Scoring model to generate scores and to identify and prioritize leads that have more chances of converting into opportunities*
- *Provides a list of leads with different parameters including lead score, lead grade, and lead score trend*
- *Get the list of opportunities with different parameters, including opportunity score, opportunity grade, and opportunity score trend*
- *Predictive opportunity scoring model to focus sales efforts on opportunities that are more likely to convert into deals*

The screenshot displays the Dynamics 365 Sales Hub interface for 'My Open Leads Scored'. The table lists various leads with columns for Name, Topic, Owner, Status Reason, Created On, Lead Score (Lea...), Lead Grade (LeadScore...), and Lead Score Trend (Lead...). The table is filtered to show leads with scores ranging from 21 to 98. The table is sorted by Lead Score in descending order. The table is displayed on a laptop screen.

Name	Topic	Owner	Status Reason	Created On	Lead Score (Lea...)	Lead Grade (LeadScore...)	Lead Score Trend (Lead...)
Margitta Kurns	Deep interest in buying our Products	First name Last name	New	3/7/2018 3:34 AM	98	Grade A	Declining
Uwe Sommer	Shown interest to know more about o...	First name Last name	New	3/7/2018 3:34 AM	58	Grade B	Not enough info
Louis Winkler	New Lead from Marketing for our pro...	First name Last name	New	3/7/2018 3:34 AM	21	Grade D	Improving
Angelica Miller	Interested in our Products	First name Last name	New	3/7/2018 3:34 AM	61	Grade B	Not enough info
Ali Wagner	They sell many of the same items that ...	First name Last name	New	3/7/2018 3:33 AM	85	Grade A	Steady
Dan Price	6 orders of Product sample JJ 201	First name Last name	New	3/7/2018 3:32 AM	56	Grade C	Declining
Ada Jones	Very likely will order 18 Product SKU JL...	First name Last name	New	3/7/2018 3:31 AM	75	Grade A	Steady
Damian Lorenz	Interested	First name Last name	New	2/28/2018 10:09 PM	24	Grade D	Improving

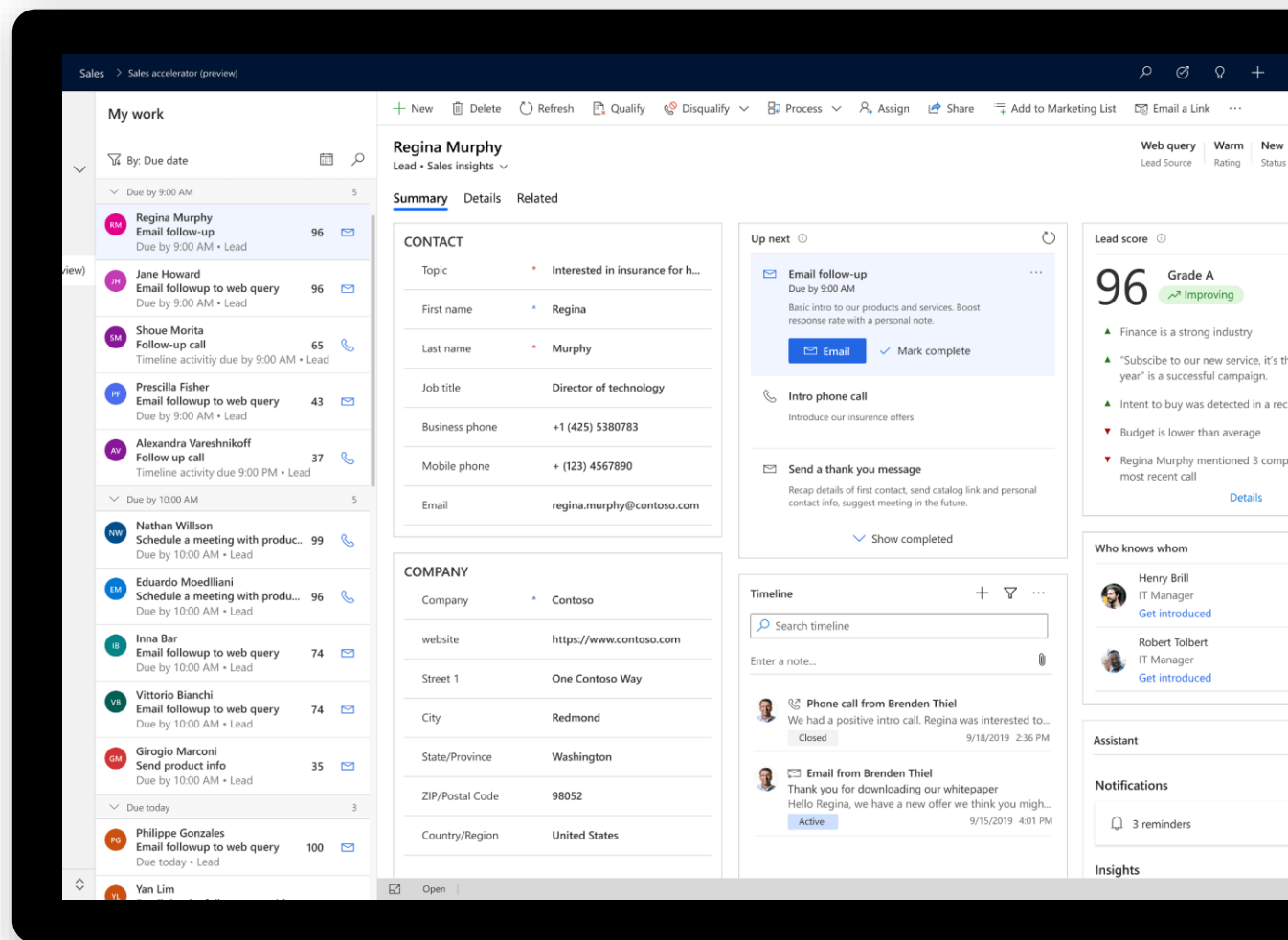
Friction-free selling

*Sales accelerator helps velocity sellers move fast and stand out from the competition with a **single digital workspace** that has everything sellers need to stay focused and productive.*

*Get an **AI-prioritized list of customers**, with clear and achievable sales activities.*

*Use **integrated multi-channel tools** such as soft phone dialer and email templates to shorten sales cycles.*

*Collaborate with **contextual chat/channels** and engage with empathy based on **conversation intelligence***

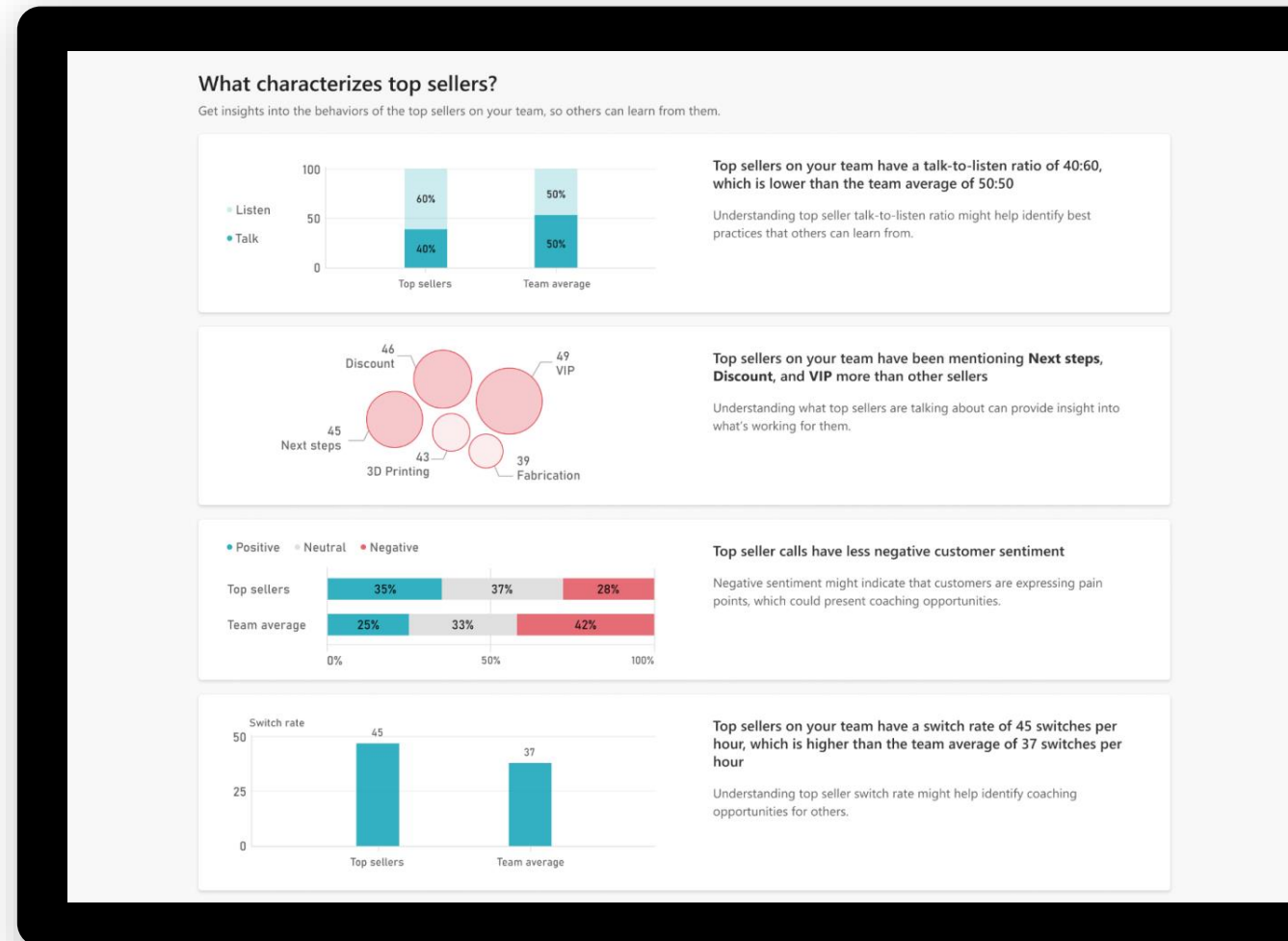


Make every conversation count

*With more sales interactions happening virtually, sellers need digital-first solutions that **provide signals** on whether their call conversations are landing.*

*Conversation intelligence automatically **transcribes and analyzes** customer emotion, sentiment, conversation content, and speaking style, so sellers can **build rapport remotely**.*

*Focus on the customer conversation while the solution **auto captures action items** from Teams calls and videos*

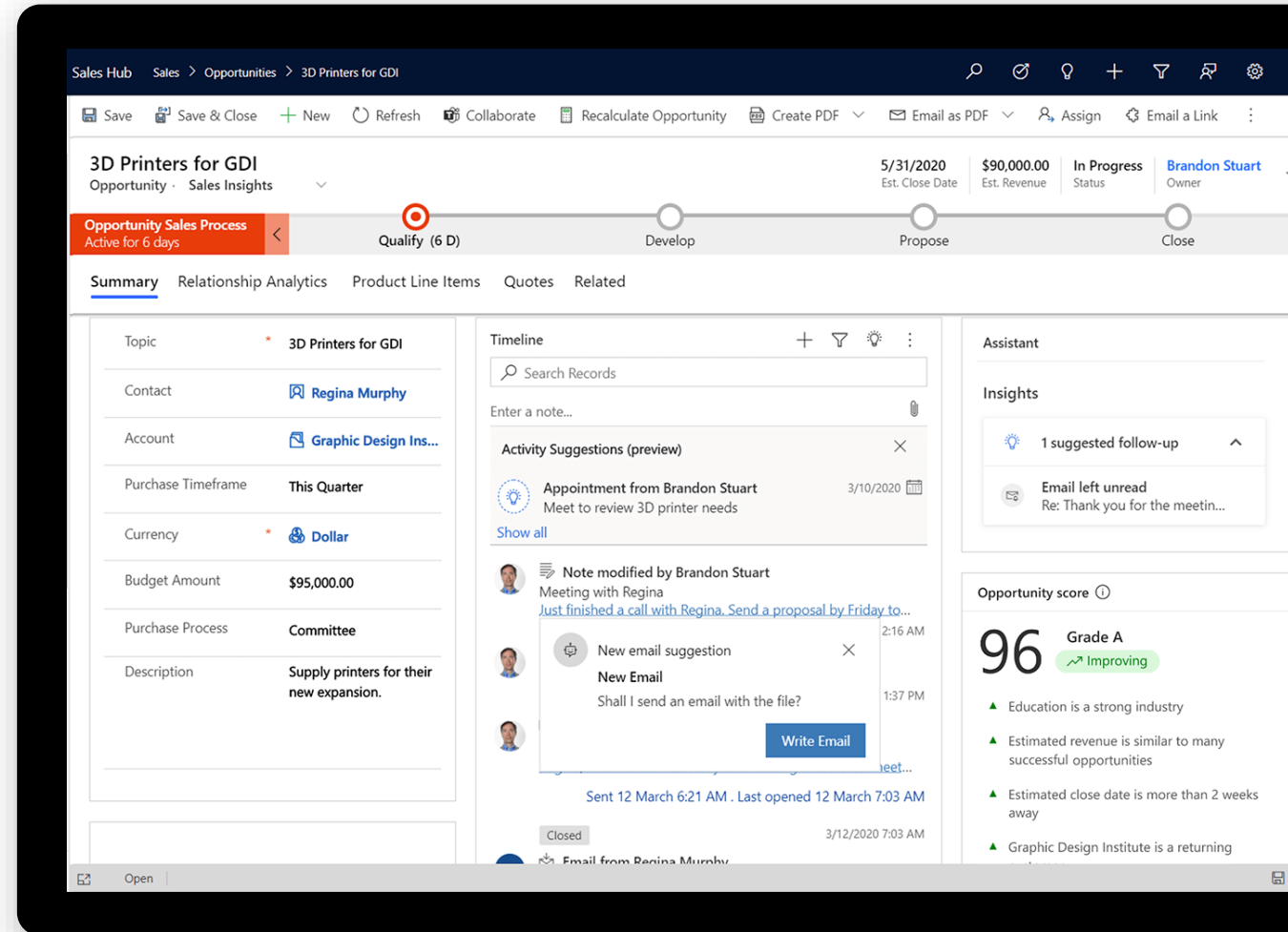


Free up time

Minimize data entry with AI-suggested customer activity records.

Auto capture customer emails and meetings based on Outlook data.

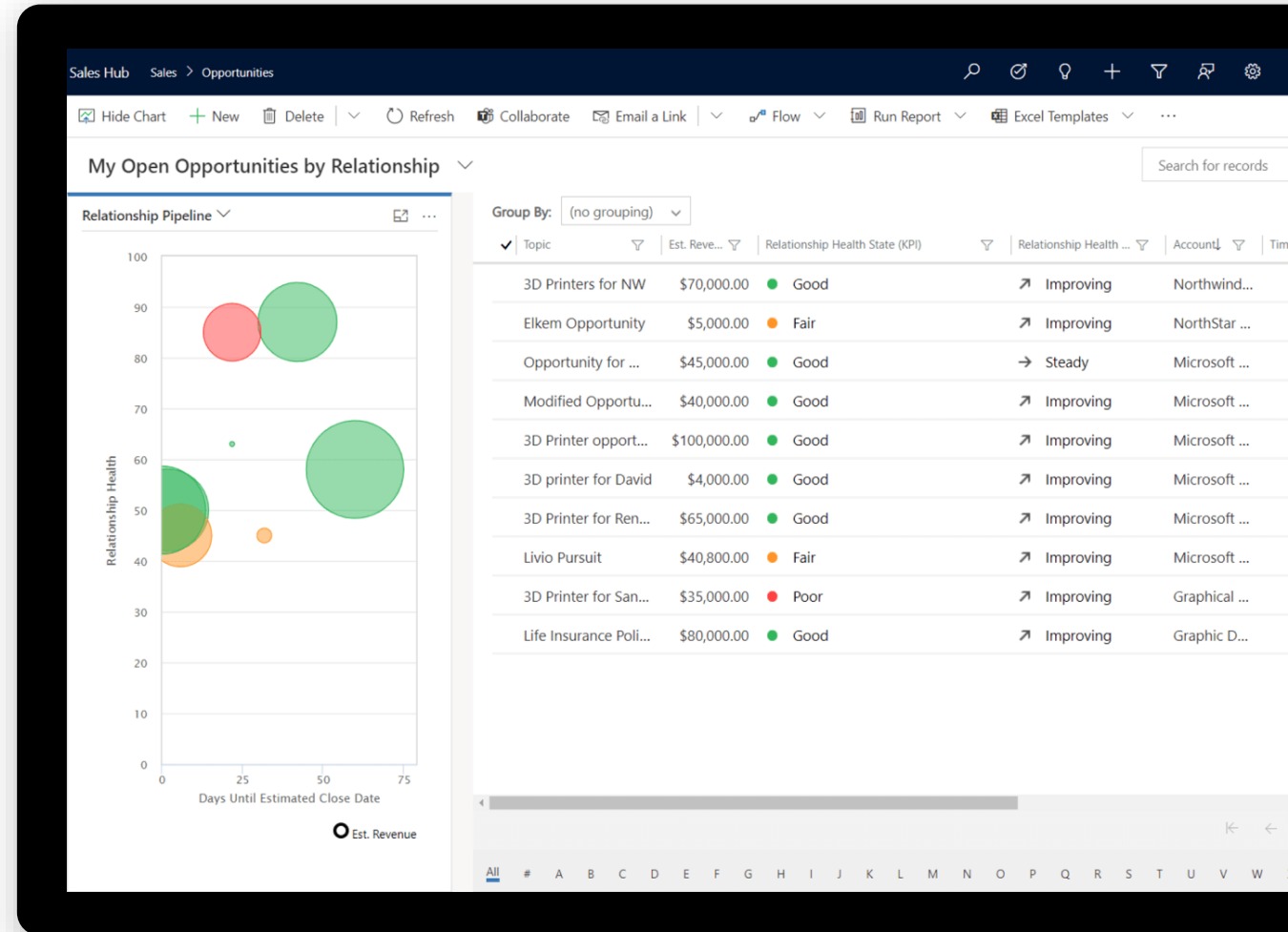
With notes analysis, get contextual, real-time suggestions for creating new emails, meetings, contacts, and tasks as sellers enter notes.



Monitor relationships

Keep track of *relationship health* during longer sales cycles where maintaining trust is crucial.

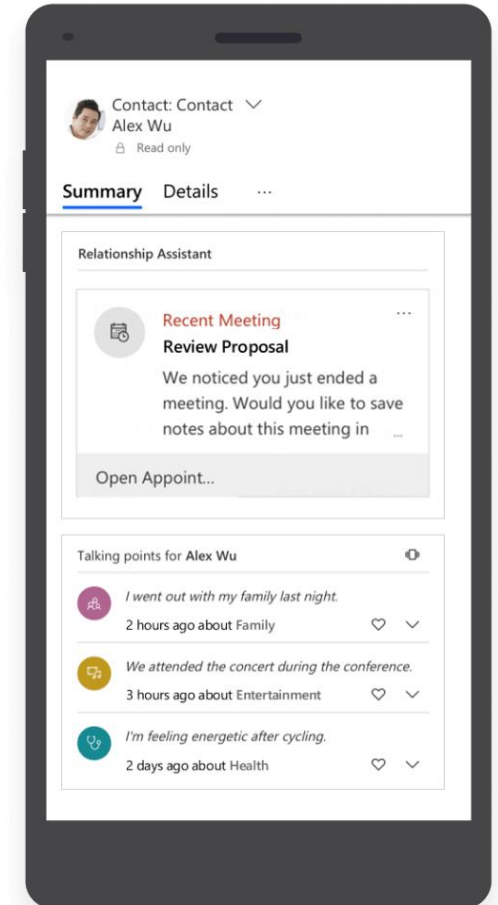
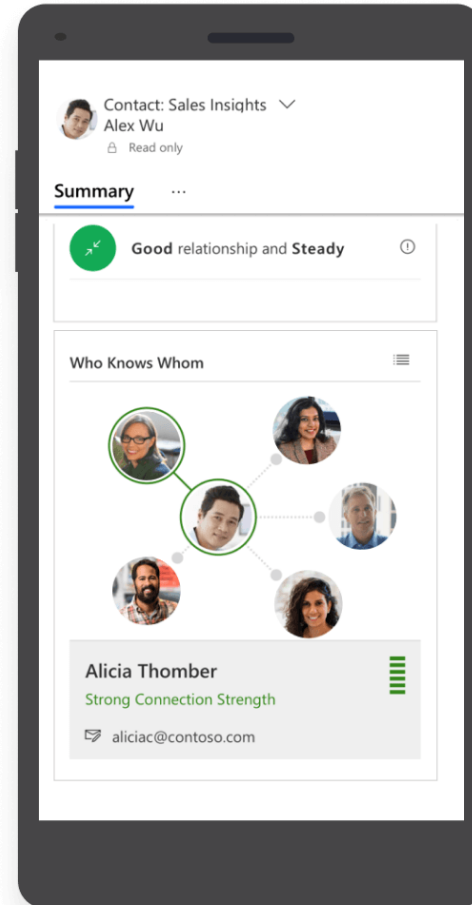
Mitigate risks based on comprehensive interaction signals across *Dynamics 365, Microsoft 365, and LinkedIn*.



Strengthen relationships

Who knows whom shows colleagues who already have active relationships with prospects based on Microsoft Exchange data, so you can *secure a warm introduction*.

Move relationships forward with personalized talking points and next best action assistant cards that are easy to customize.

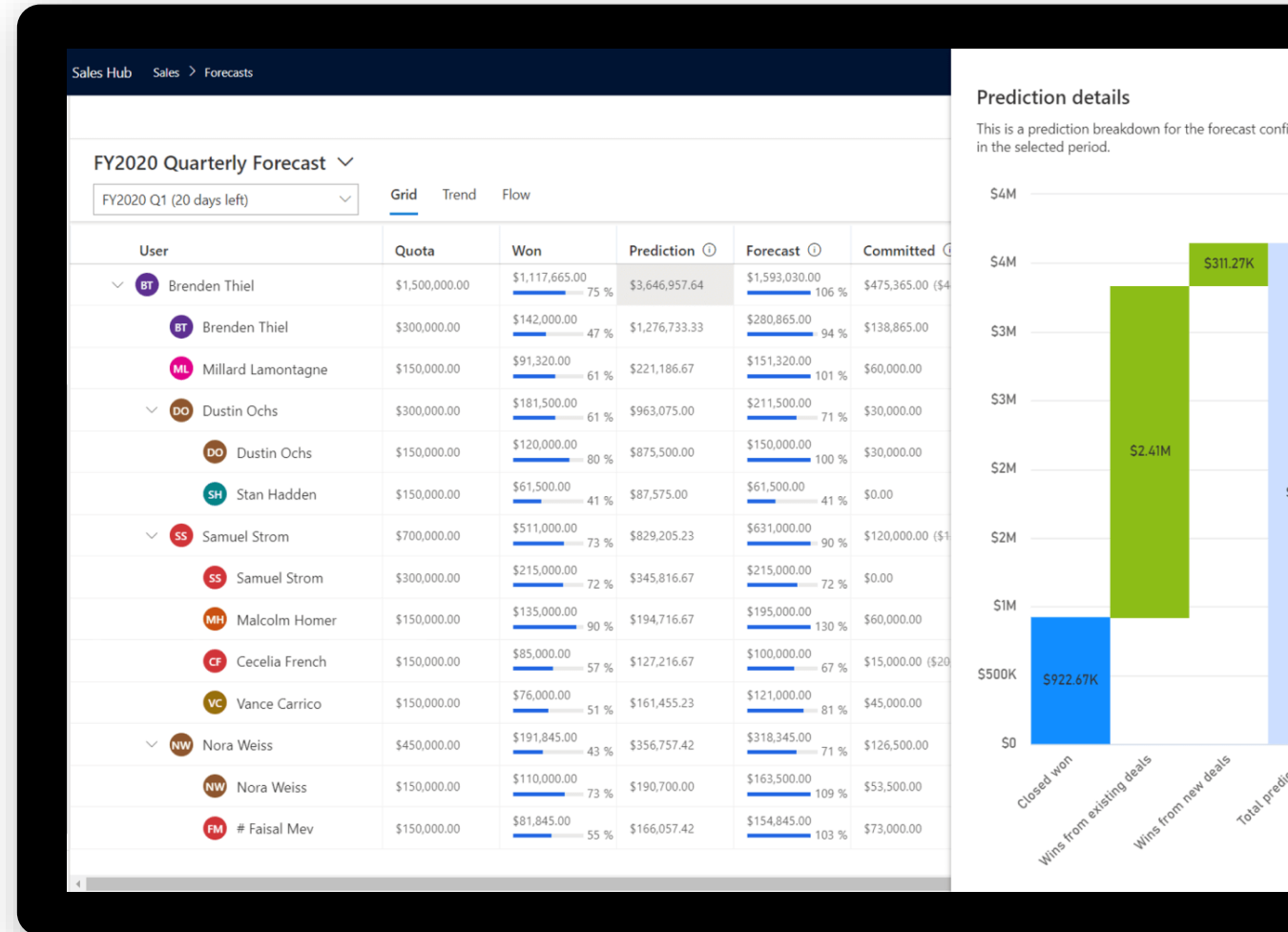


Adapt to change

Keep up with a rapidly changing environment with flexible and intelligent forecasting solutions.

Predictive forecasting increases accuracy and shortens planning cycles by automatically supplementing seller-generated forecasts with objective data-driven signals.

Intuitively track and analyze changes in the pipeline using snapshots and deal flow visualization.

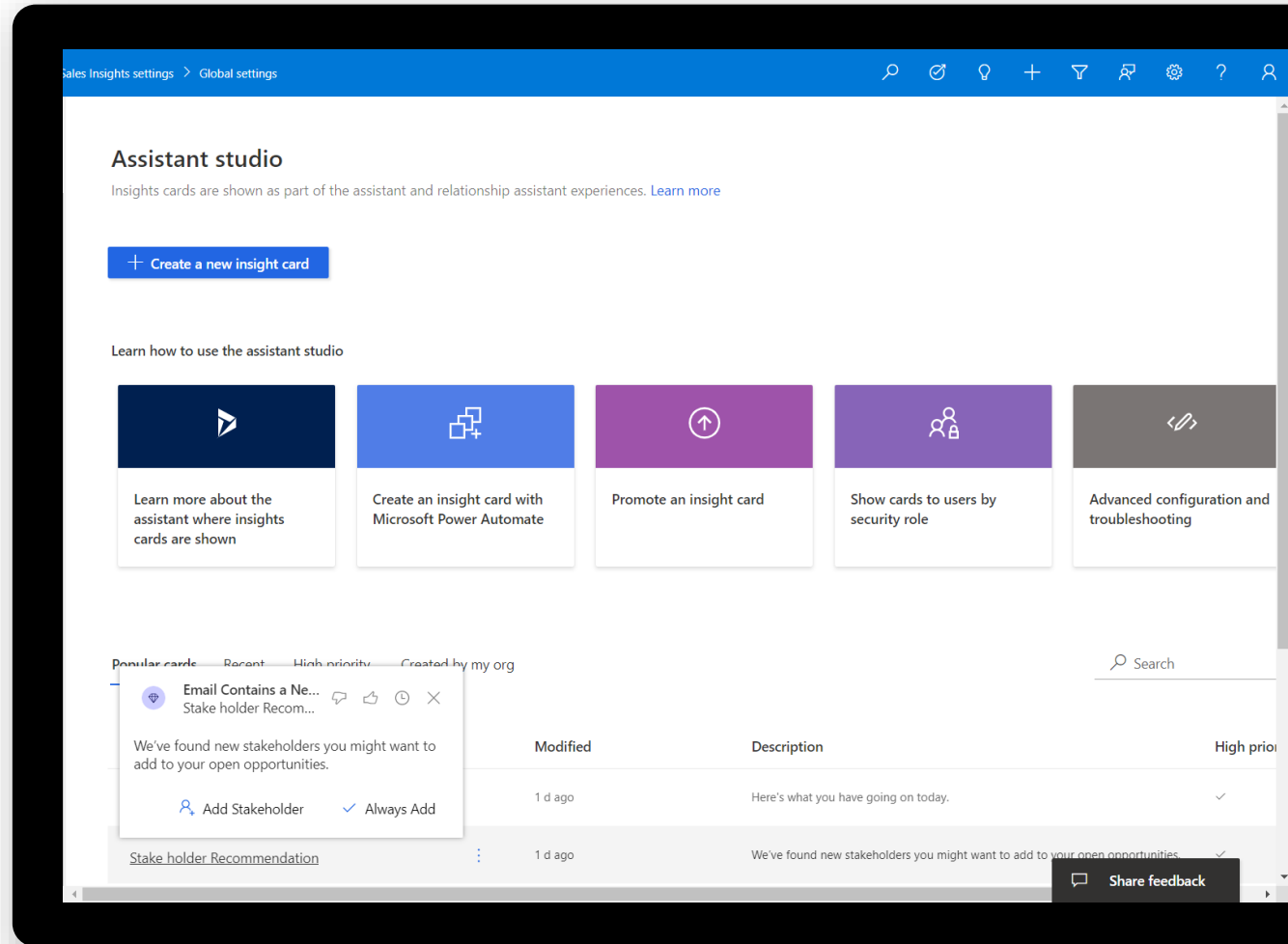


Leverage AI to support your unique business processes

Customize AI with powerful, flexible, no-code *assistant studio* to make AI work for your business processes.

Quickly *adapt next best action recommendations* - what, when, how, and to whom insights are surfaced.

Get more *accurate lead and opportunity scoring* by adding custom fields to generate custom predictive models.



Microsoft Relationship Sales

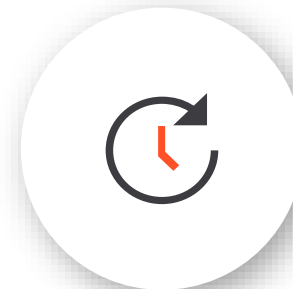
Microsoft Relationship Sales cont'd.



Find the right people



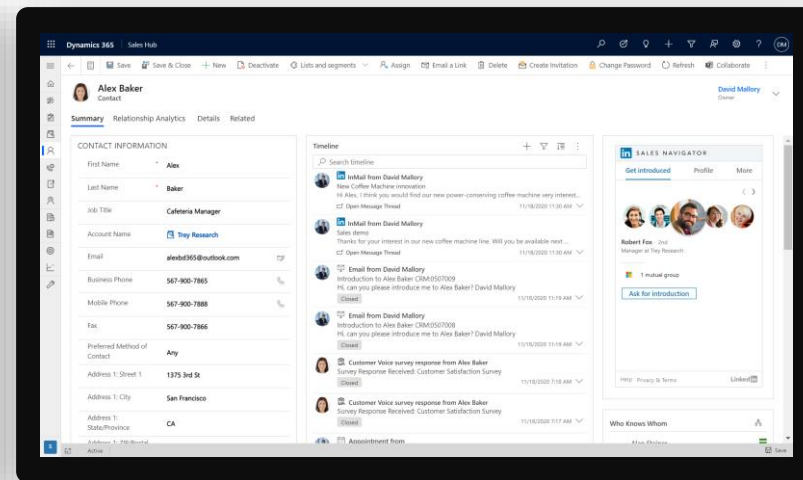
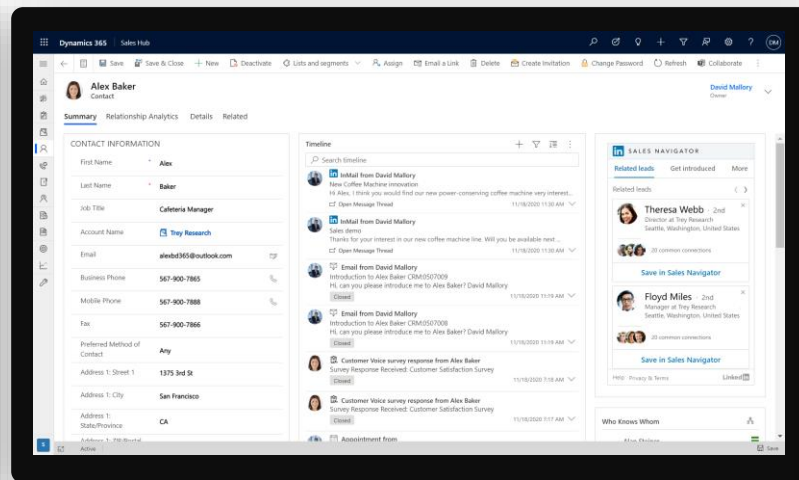
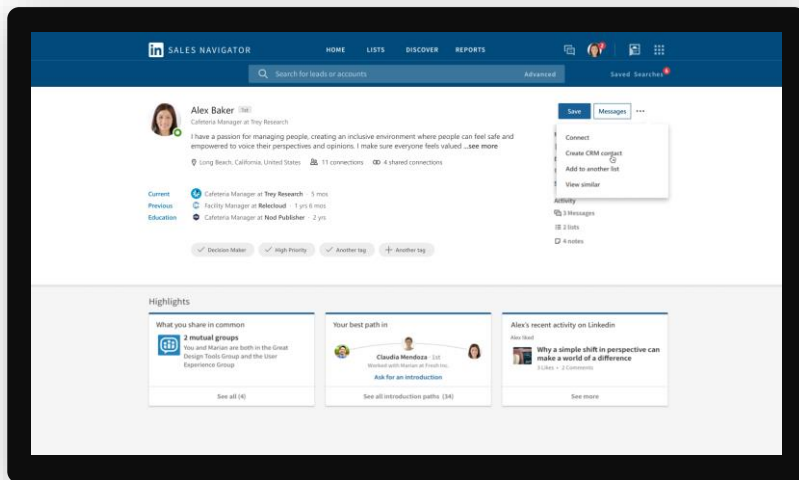
Stay connected to your customers



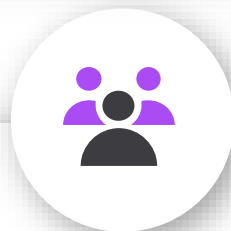
Reduce cost of selling



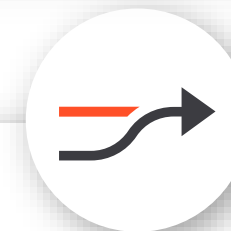
Find the right people



Identify people most likely to buy

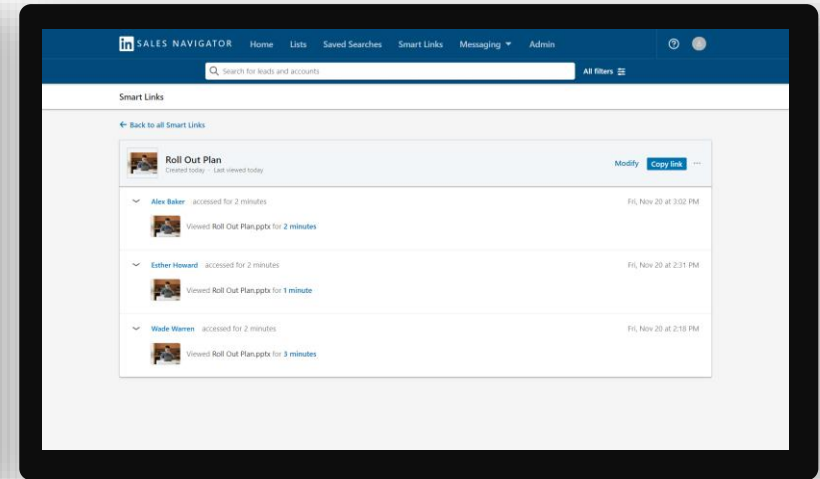
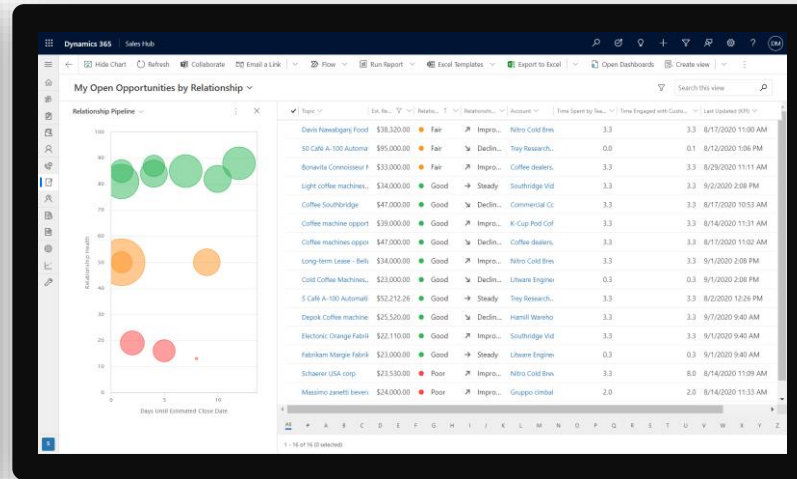
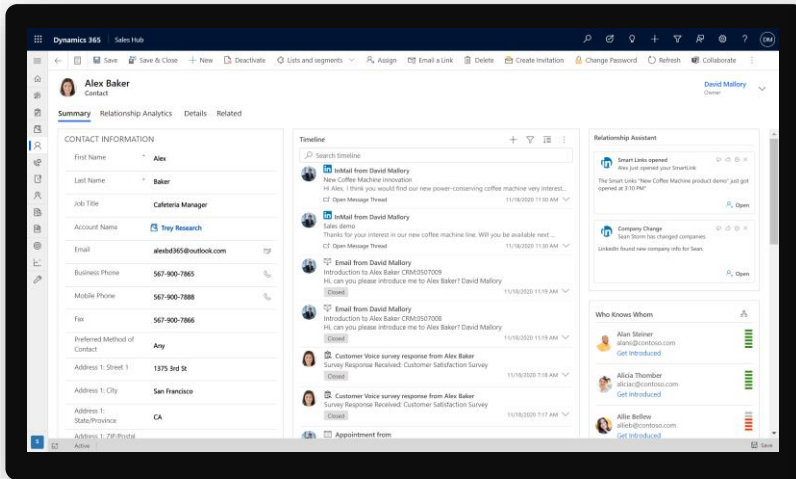


Find every member of the buying committee



Discover the best path to reach each buyer

Stay connected to your customers



Take the next best action

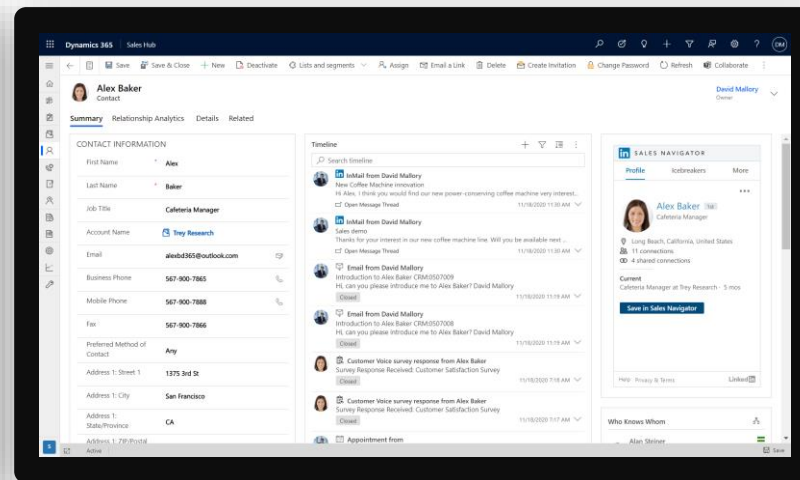
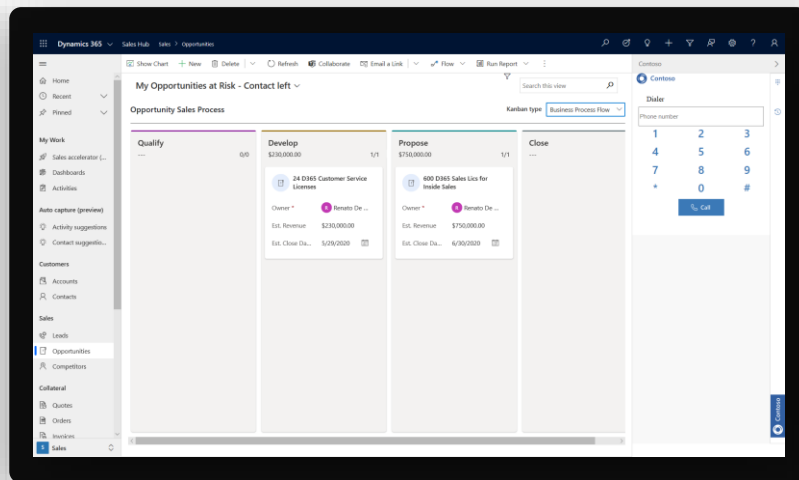
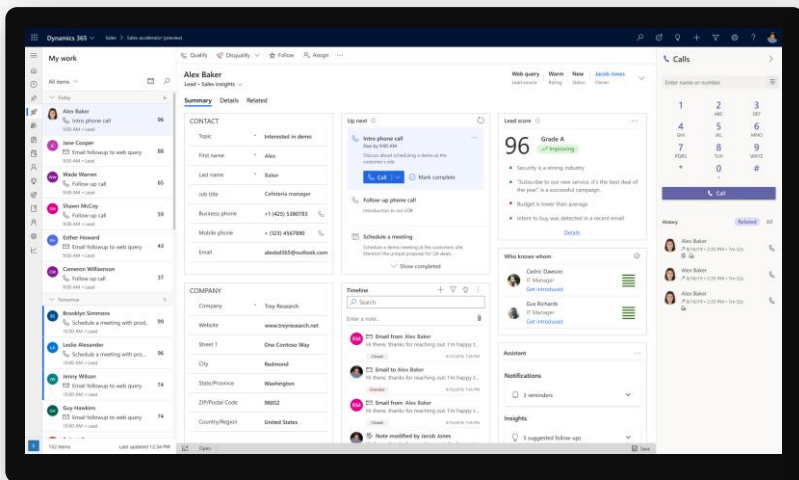
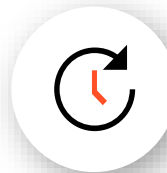


Keep track of customers and their needs

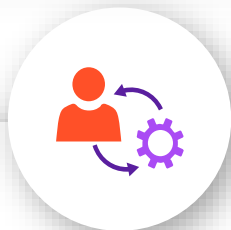


Engage customers with personalized content

Reduce cost of selling



Streamline selling with connected, digital processes



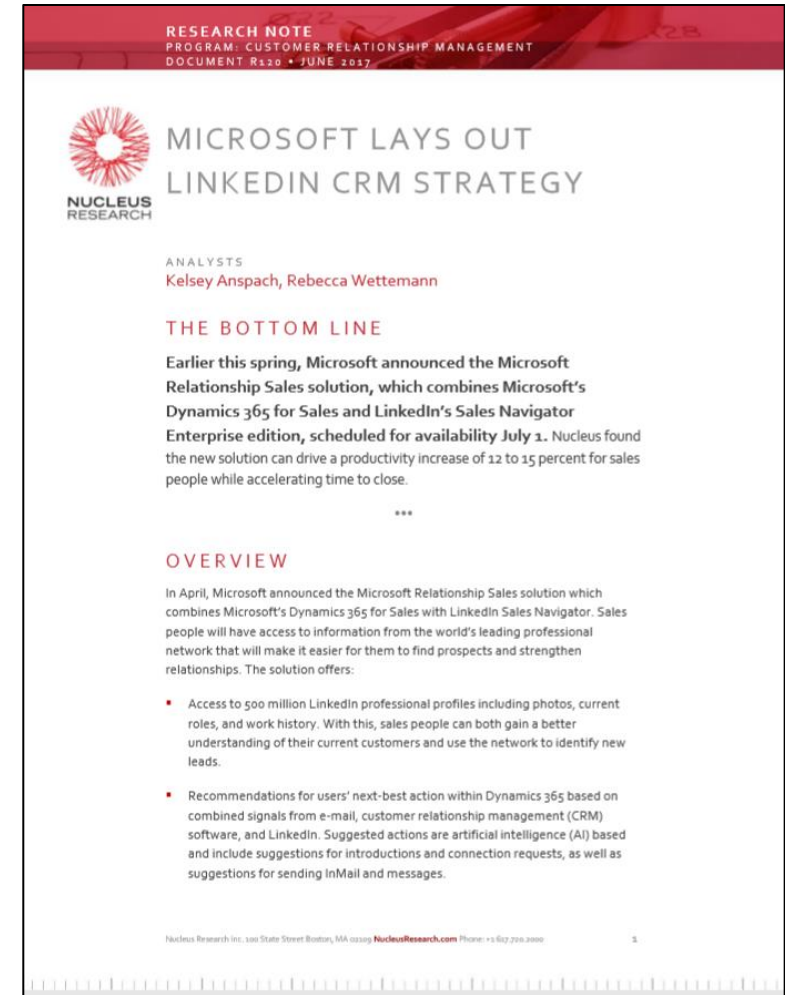
Keep customer data accurate



Gain full context with unified timeline

Better together

- Increase sales productivity by 15%
- Accelerate time to close
- Bottom line: combining Sales Navigator + Dynamics 365 for relationship-based selling helps sellers close deals faster

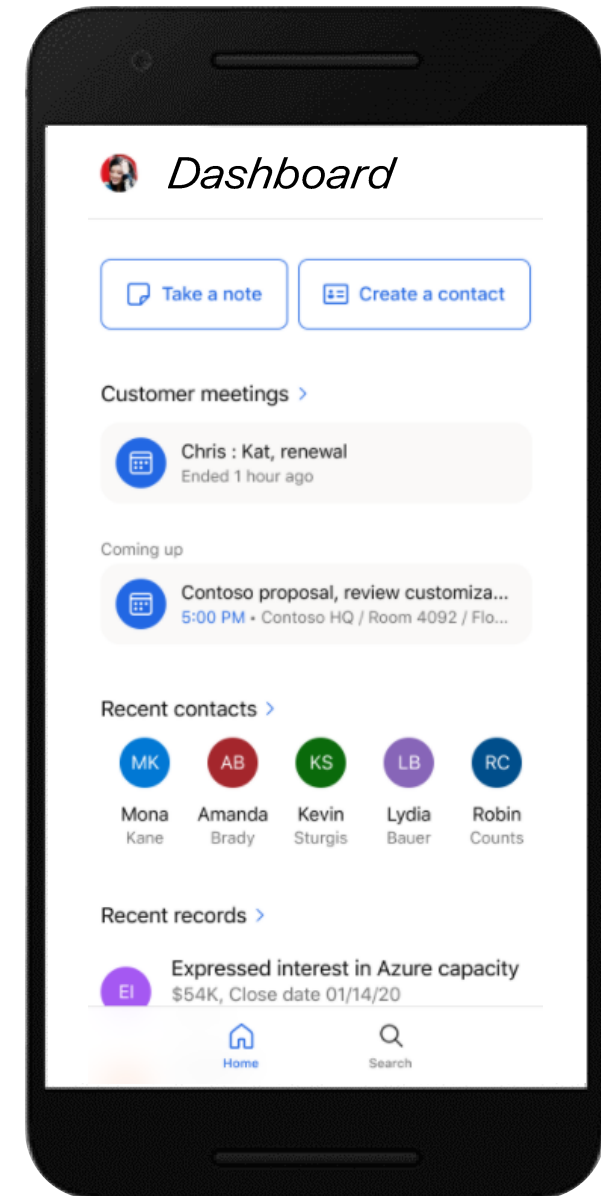




B2B

Dynamics 365 Mobile Experience: Relationship selling – Sales Mobile App

- *This app is dedicated to keeping sellers connected and optimizing for productivity and efficiency no matter their location*
- *Update content quickly and easily through the app, guaranteeing information in Dynamics 365 Sales is always current*
- *Access account or opportunity details in seconds*
- *Easily and intuitively find any record in Dynamics 365 Sales*
- *Securely sign-in with your work email using SSO*



Microsoft leader

Microsoft named a Leader in the 2020 Gartner Magic Quadrant for Sales Force Automation

We believe our recognition validates our ability to help organizations:

- *Adapt with digital selling*
- *Enable sellers to build relationships remotely*
- *Boost sales productivity with seamless tools*
- *Improve coaching and sales performance*
- *Innovate with sales solutions built to evolve*



Gartner Magic Quadrant for Sales Force Automation, Theodore (Tad) Travis, et al, July 2020

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Recognized as a leader

Gartner[®]



Microsoft is top leader in CRM Watchlist 2020

- *Well-rounded: excellent products and services, strong partner ecosystem, sustainable impact*
- *Clear vision and mission*
- *Strong marketing strategy and outreach*
- *Solid management and financial stability*





THANK YOU



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A young woman with long, wavy blonde hair is shown in profile, looking down at a tablet device she is holding. The scene is dimly lit, with a soft light source from the left illuminating her hair and the side of her face. The background is dark and out of focus, suggesting an outdoor setting at dusk or night. The overall mood is contemplative and focused.

PROMISING FUTURE

NEXER