



# Be the grandmaster of digital selling with **four strategies.**

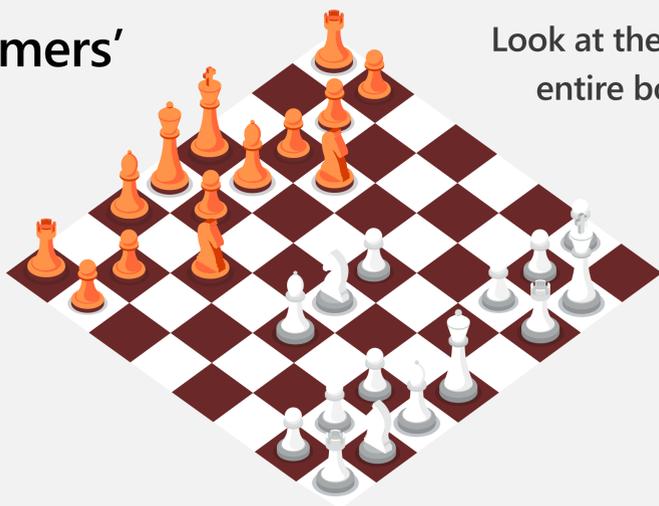
Like chess, the endgame in selling begins with the **right moves.**

Understand your customers' needs and meet them wherever they are.<sup>2</sup>

Look at the entire board.

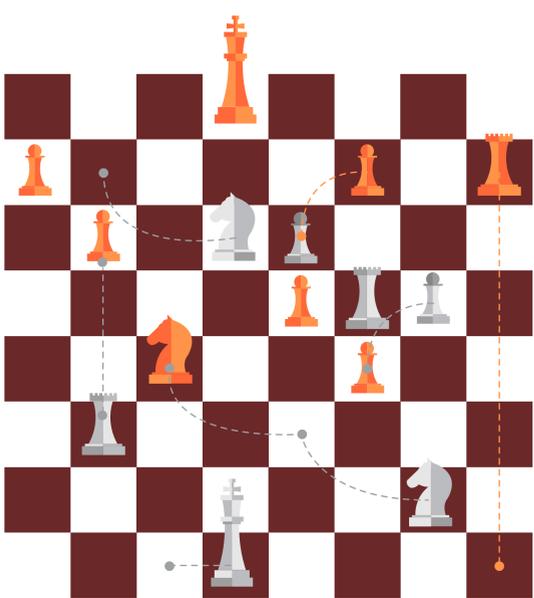
**48%** of global organizations will increase remote work.<sup>1</sup>

Today's buyers want the best of both worlds, and **successful sellers** will meet their customers wherever they are.



Think several steps ahead.

Our sellers and buyers can meet and interact on a digital collaboration platform.<sup>2</sup>



**92%**

of B2B sales leaders will invest in **AI solutions**, implementing automation services, adding reporting through analytics tools, and tracking market trends through sales intelligence,<sup>1</sup> which will allow their companies to **engage** more effectively with customers.

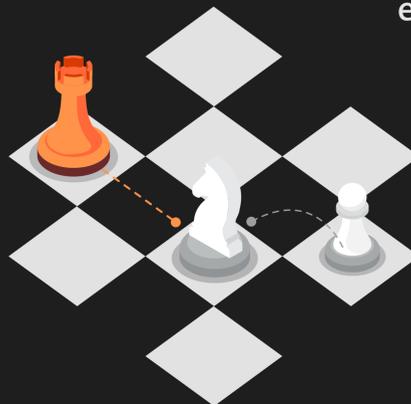
Plan for and invest in a digital sales solution to effectively futureproof.

The content and tools on our website are engaging and interactive.<sup>2</sup>

Focus on higher value engagement.

**69%** of firms struggle with the "Discover" and "Explore" phases before they even purchase anything.<sup>1</sup>

This opportunity is where organizations can **take the initiative** toward updated digital training, sales enablement, and upgraded technology because business will no longer be 100% face-to-face.



Know the value of your pieces.

Have complete cross-channel visibility into all customer interactions.<sup>2</sup>

**72%** of sellers lack the **unified data and actionable** insights to personalize the customer journey.<sup>1</sup>

By knowing the value of their players—sellers and customer data—companies can gain full control over the market chessboard.

## Checkmate.

If companies can make these strategies happen, they will see:



**Higher customer engagement.**

**Greater anticipation of customer needs.**

**Overall positive customer relationships.**

See how Ecolab, HP, Investec, C.H. Robinson, and other enterprises are mastering the new rules of the game with Dynamics 365 Sales. [Read customer success stories.](#)