# AI Fueled Revenue
## With Dynamics 365 Sales

## Selling Has Changed...
## Is Your Selling Technology Keeping Up?

According to an EY Study - Digital-selling companies are **5.7 times more likely to secure prospect meetings** and **hit 150 percent of their quotas** on average

**The world has changed.... Customer Expectations** have shifted from **needing information** to **expecting insights** and **outcomes.** Customers believe salespeople are unprepared for sales calls 80% of the time. According to Gartner 83% of buyers don't even want to work with a sales rep.

On the other side – for salespeople – the old way is harder in the digital world. Booked all day on video calls with no time to prepare or follow up. And one size fits all **CRM is not helping**.

## What We Learned | Selling Issues By Role

| CHIEF REVENUE OFFICER | CHIEF INFORMATION OFFICER | SALES REPRESENTATIVE |
|---|---|---|
| I Need To... | I Need To... | I Need To... |
| • Grow revenue profitably | • Do more with less | • Make my quota |
| • align our GTM with field activities | • show value to the business | • Spend time with high value prospects |
| • Lower my customer acquisition cost | • Manage my budget constraints | • Prepare for meetings |
| • Increase my customer lifetime value | • Manage my complex revenue stack | • Lead great meetings |
| • Forecast the business | • Manage the tech talent and skills gap | • Follow up on meetings |
| • Sales managers run the same sales meetings | • Responsible AI strategy | • Work with buyers across physical and digital channels |
| • Focus on high value customers | | • Sell to the committee |
| | | • Less time entering information |

## Turn Friction into Fuel with AI Fueled Revenue from CongruentX

## congruentX
PEOPLE | TECHNOLOGY | ALIGNED

## Strategy | Supercharge Your CRM With AI
Walk Out and Measure Your GTM **WITHOUT** Making Your Team **"DO CRM"**

**AI Fueled Onboarding**
Use our AI Assistant to speed up time to value and invest time in your unique value

**Account Segmentation**
Use AI to identify potential high value clients and develop pursuit plans for those accounts

**Forecasting**
AI Fueled line of sight reporting that can drive your sales meetings and board meetings

**Rev Ops**
Use AI to fuel unit economics like customer acquisition retention metrics pipeline and activity metrics

**Dialogue Prime**
Use AI to fuel Conversation Intelligence and Sales Playbooks that walk out your GTM while saving your sellers a day w week on data entry.

## Tactics | How We Get There - Start Realizing Value in 45 Days

**Align**
Business IT and Users with Value Acceleration Workshop. Goals and Constraints

**Onboard**
Deploy D365 Sales, CX AI Fueled Selling Modules with AI Assistant

**Adopt**
In App, Ongoing Training, Feedback, Course Correction And Sprints

**Achieve**
Support Rev-ops Motions Around North Star Growth Outcomes

Successful Clients Include    ONEDIGITAL    W WHATABURGER    GILBARCO VEEDER-ROOT    U.S. LUMBER    Apexlogistics