

Microsoft Relationship **Sales Solution**

Did you know, on average, sales professionals waste 14 hours per week on administrative activities?

What is Microsoft Relationship Sales?

A solution offering from Microsoft and LinkedIn that combines Dynamics 365 Sales and Sales Navigator. Microsoft Relationship Sales Solution (MRSs) is a discounted licence for organisations seeking to benefit from both solutions through a powerful and seamless CRM experience.

It is ideal for enterprises that need to connect CRM records with LinkedIn to enhance business processes with data about people, organisations and relationships.

How does Dynamics 365 and Sales Navigator work together?

- ⊕ Displays LinkedIn information on Leads, Accounts and Contacts within your Dynamics 365 Sales system
- ⊕ A daily sync ensures that information is also visible within Sales Navigator
- ⊕ Writes selected Sales Navigator activities to Dynamics 365 with a single click



What are the benefits of using MRSs?

It solves multiple challenges for sales professionals by enabling them to:

- ⊕ Build relationships with the right people
- ⊕ Obtain insights and recommendations
- ⊕ Engage at scale with prospects and customers
- ⊕ Improve workflow efficiency, effectiveness and overall productivity

With the shift toward more virtual work, LinkedIn reports an increase of over 55% in conversations among connections year on year.

How to find out more:

Hitachi Solutions is part of the Tier 1 MRSs Partner Programme and therefore has dedicated experts that can help you understand more about the solution.

You can get in touch with us via our [website](#), or you can email Harry Crouch at hcrouch@hitachisolutions.com