

# Supercharge your CRM

3 ways that Viva Sales improves productivity and gets sellers back to what they love—connecting with customers

## Sellers want more time on selling, less time on admin

Sellers like to focus on the activities they value most: They want to set goals, connect with customers, and build strong relationships, not spend time on data entry.

And to be as successful as possible—and to help their sales organization succeed—sellers need to capture and keep up with customer engagement data, all while staying in the flow of work.

Viva Sales can help.



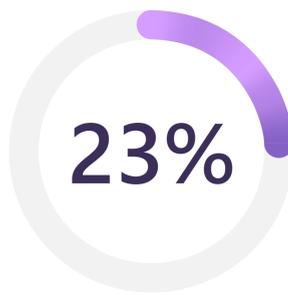
## 3 ways that Viva Sales empower sellers

Viva Sales is a sales experience application that works with any CRM.

### 1. Cut the forms

Viva Sales automatically collects data from all Microsoft 365 apps across every customer touchpoint, so sellers don't have to enter data manually.

[Skip the data entry with Viva Sales.](#)

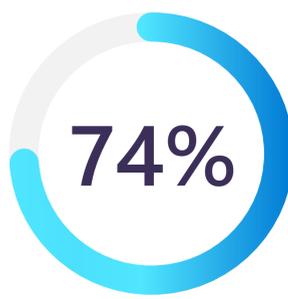


of business owners said manual data entry was their biggest challenge with CRM followed by 17% lack of data integration.<sup>3</sup>

### 2. Connect the data

Viva Sales gives you Conversation Intelligence in Teams calls, automatically including an executive summary, call transcript, and helpful KPIs like average talking speed and talk-to-listen ratio.

[Get actionable insights in real time with Viva Sales.](#)



of sellers described sales intelligence tools as critical or extremely critical in closing deals.<sup>4</sup>

### 3. Crush the sale

Viva Sales delivers AI-driven recommendations that create a better seller experience and optimize follow-through for more sales.

[Know the next best action with Viva Sales.](#)



higher productivity reported at companies in the top quartile for managing time, talent, and energy.<sup>5</sup>

<sup>1</sup> "Selling in the Age of Ceaseless Change," CSO Insights. 2019.  
<sup>2</sup> "The LinkedIn State of Sales Report 2021," LinkedIn. 2021.  
<sup>3</sup> "State of Inbound Report," HubSpot. 2017.  
<sup>4</sup> "The LinkedIn State of Sales Report 2020," LinkedIn. 2020.  
<sup>5</sup> "The Pandemic Is Widening a Corporate Productivity Gap," Harvard Business Review. 2020.

Want happier sellers and more sales?

[Learn more about Viva Sales >](#)