

UNDER EMBARGO UNTIL JUNE 16, 2022, 12:01 A.M. PT

Quote Sheet:

Microsoft Sales Reimagined

MICROSOFT

Future of Selling - "The future of selling isn't a new system. It's bringing the information sellers need at the right time, with the right context, into the tools they know, so their work experience can be streamlined. Empowering sellers to spend more time with their customers has been our goal – and we've done that by reimagining the selling experience with Viva Sales." – **Judson Althoff, executive vice president & chief commercial officer, Microsoft**

Data Automation & AI - "With Viva Sales, we are reimagining sales, empowering salespeople with AI-driven insights and data automation right in the flow of work – in the productivity and collaboration tools millions are already using every day – Microsoft 365 and Teams" – **Jared Spataro, corporate vice president, Modern Work, Microsoft**

Complementing CRM Solutions - "Viva Sales is a companion of any CRM system. It captures valuable customer engagement data, intelligently automates data collection, delivers real-time insights to customer interactions, and recommends next-best actions all the way to closing the deal. It also gives sales management a more holistic view of what's happening in each account, so they can better manage and forecast their sales results." – **Emily He, corporate vice president, Business Applications, Microsoft**

ANALYSTS

Collaboration - "If you can't collaborate quickly, if you can't work across the organization, and if you can't free salespeople up from doing a lot of the mundane, data entry tasks, what you're doing is basically lowering productivity. You're hamstringing your total sales opportunity and you have a dissatisfied workforce often, because most salespeople want to be out in front of customers, engaging with opportunities. Not spending their time in CRM and other back office applications." – **Daniel Newman, principal analyst & founding partner, Futurum Research**

Automation - "We need to make it easier for salespeople to spend more time focusing on the customer and less time doing some of the manual routine things, such as note taking, which takes them out of the flow of the conversation...We need technology that makes our interactions with customers and other people in the organization easier, more seamless, with more insight and less data." – **Maribel Lopez, founder & principal analyst, Lopez Research**

Industry Leadership - "It starts with Teams in many ways, but it really becomes a data play, an intelligence play and a collaboration play. And Microsoft has all those tools, so it puts the company in a really good position to be able to deliver on what the next generation of sales professionals need." – **Daniel Newman, principal analyst & founding partner, Futurum Research**

Data & AI - "Microsoft owns so many touchpoints within the industry, which means it's strategically positioned to both integrate data and couple these integrations with advanced AI to deliver new insights in a more frictionless experience for salespeople and the customer." – **Maribel Lopez, founder & principal analyst, Lopez Research**