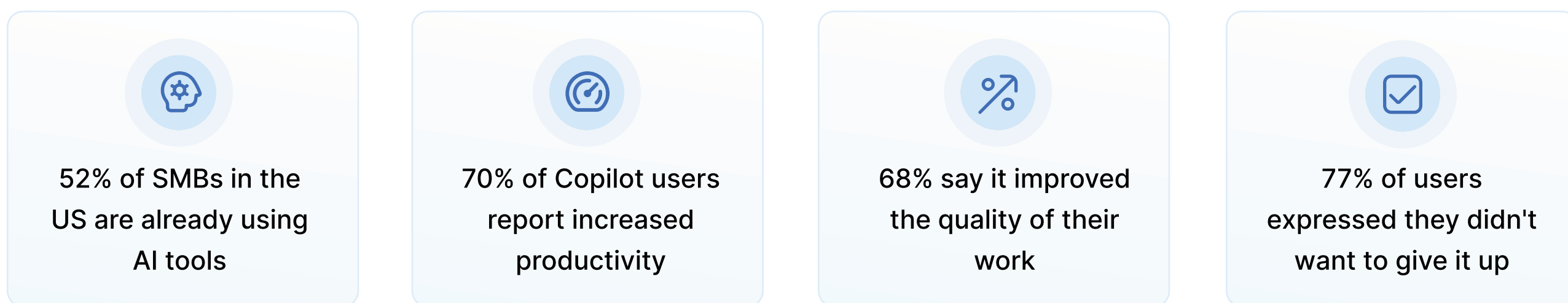




# How to Sell Microsoft 365 Copilot

**Help customers transform their work, save time, and focus on the things that matter most.**

Microsoft 365 Copilot is still new, but it is already transforming the business landscape for small- and medium-sized businesses (SMBs):



Plus, 89% of employees with automation and AI-powered tools feel more fulfilled because they can spend time on work that truly matters. With Copilot for Microsoft 365, you can help customers transform their productivity, efficiency, and even their business.

## Upgrade Your Cloud Practice with Copilot

**Transform your customers' workplace with next-gen AI.**

With the power of generative AI at their fingertips, employees can leverage Copilot to deliver value across every department in the organization, from HR to sales to IT.

### Cultivate a Thriving Workplace with AI-Assisted HR

Copilot helps HR teams streamline responsibilities such as recruitment, employee engagement, policy development, compliance, and more.

**With Copilot, they can easily:**

- Compose impactful emails
- Summarize lengthy documents
- Generate job interview questions
- Automate and quickly complete routine tasks

With Copilot-powered automation, you can help your customers' HR teams evolve from administrative centers to strategic partners who help drive organizational success.

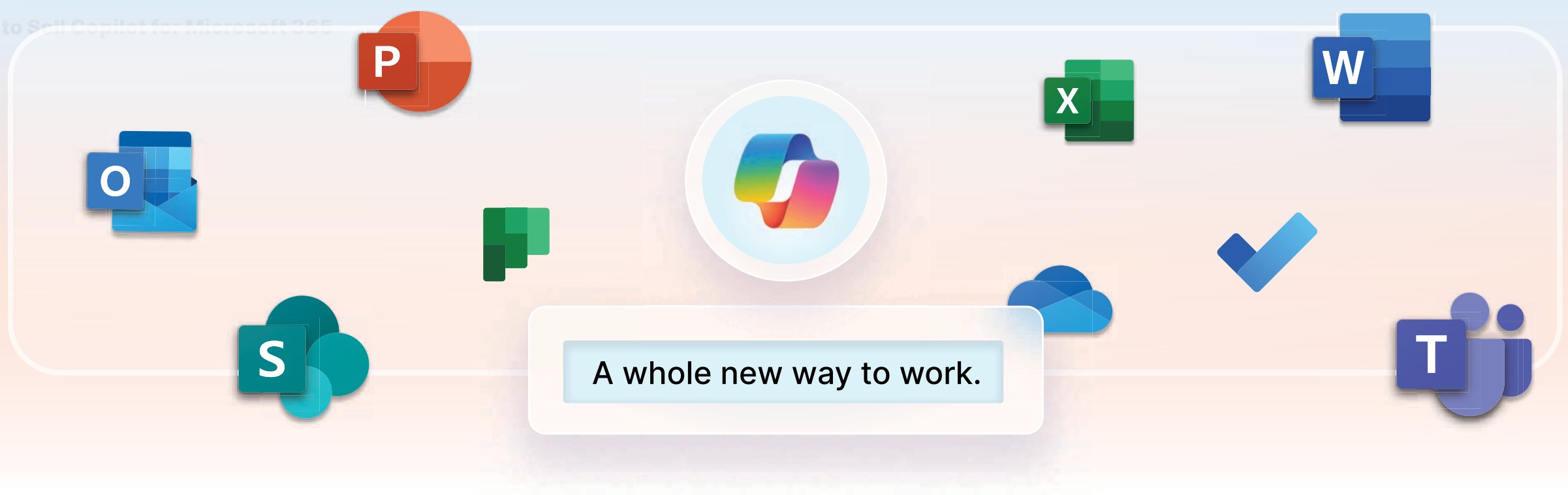
### Empower Sales Teams to Close More Deals, Faster

Sales professionals can leverage Copilot to streamline a wide range of tasks, from prospecting and lead generation to negotiating and closing deals.

**Among other activities, Copilot can help them:**

- Synthesize customer emails from crowded inboxes
- Customize sales pitches with relevant details and visuals
- Summarize meeting discussions in real-time
- Quickly gain insights into email conversations

Copilot can help teams respond faster to customer inquiries, prepare more effectively for meetings, and ultimately close deals more efficiently.



## Unleash Creativity and Efficiency in Marketing

In today's fast-paced digital landscape, the pressure to produce high-quality, engaging content across multiple channels is immense.

Marketing teams can use Copilot to enhance these efforts by:

- Kickstart brainstorming sessions with campaign ideas
- Generating event taglines and social media copy
- Turning Word documents into visually appealing slide decks
- Shortening longer presentations

Features such as these allow marketing professionals to increase both the quality and quantity of their work, which can improve marketing output, speed, and ROI.

## Streamline IT Support and Management with AI

In an increasingly digital business environment, the demands on IT departments are greater than ever.

Copilot assists IT professionals by:

- Summarizing multi-page technical documents
- Recapping meeting discussions and suggesting agendas
- Organizing and prioritizing lengthy email inboxes
- Recapping chats relevant to a specific workflow

Copilot can serve as a personal help desk assistant, allowing IT teams to be more proactive and provide faster, more effective support to their organization.

## Make Data-Driven Decisions with AI-Enhanced Finance Tools

Finance teams can use Copilot to more quickly analyze and derive insights from financial information.

Copilot helps to accelerate these activities by:

- Analyzing trends and creating easy-to-read dashboards
- Generating scenario models to explore data
- Facilitating collaboration by creating data-based presentations
- Invite others to collaborate in a shared workspace

Copilot can automate a number of time-consuming finance tasks, from complex calculations to data visualization, enabling finance professionals to focus more of their efforts on analysis and less on number crunching.

## Getting Started with Microsoft 365 Copilot

Microsoft 365 Copilot can help you position yourself for success in the era of AI, a revolution that many expect to be one of the largest technology trends in our lifetimes. If you're ready to find out how we can help you grow your business with Copilot for Microsoft 365 Copilot, contact us today to start a discussion.

[Get started with Copilot →](#)