

# Drive adoption of Microsoft Dynamics 365 with Microsoft Financing

Dynamics 365

With the help of Microsoft Dynamics 365 solutions, businesses can optimize their customer experience and deliver better products and services faster – through improved insights, collaboration, and meeting experiences.

**Microsoft Financing** payment solutions help facilitate your customer's adoption of Dynamics 365. A structured payment option can cover their total IT solution: hardware, software, subscriptions, plus deployment and migration services. Customers can pay the way they want, with spread, deferred, or ramped payments that match their migration schedule and budget.

## Key selling points



### Seller value

- ▶ **Simplify adoption** – consolidate all aspects of the Dynamics 365 solution, software, services, hardware, subscriptions, and infrastructure, into a unified, structured payment.
- ▶ **Drive profitable sales** – preserve price points and provide payment options to maximize your customer's IT spend, while meeting their budgetary and cash flow requirements.

### Customer value

- ▶ **Innovate on your terms** – structure payments to meet your business requirements; add new seats and adjust subscription amounts as needs change.
- ▶ **Maximize ROI** – minimize up-front payments and align project cost outlays with anticipated benefits. Maintain capital for other strategic investments.

## How it works



- 1 Familiarize** yourself with payment solutions
- 2 Identify** and present opportunities to your customer
- 3 Engage** with your Financing Desk Manager
- 4 Sign documents**



# Head off customer objections with Microsoft Financing payment solutions

Customer may say...	How to tackle the objection
"The sales cost is too high for us."	Outline the benefits they will get from deploying a cloud solution. Offer an affordable payment structure that can amortise upfront costs to match budget requirements and deployment plans.
"We're financially strong. We don't need any kind of financing."	As customers consider their technology solution, outline to them their additional payment options and the associated economic impacts.
"We'll have to wait until next year since we have a very limited budget this year."	Introduce the deferred payment option to your customers and encourage them not to delay their purchase because of budget issues.

## Eye on competitors

Competition	Standardized Payments	Deferred Payments	Ramped Payments	Customized Payments
Salesforce.com	Monthly, Annual	No	No	No
Microsoft Financing	Monthly, Quarterly, Semi-annual, Annual	Yes	Yes	Yes

## Want to know more?

Learn how Microsoft Financing can help you win more opportunities in an *intelligent cloud and intelligent edge* world.

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🌐 Partner resources: [www.microsoftfinancing.com](http://www.microsoftfinancing.com) Customers: [www.microsoft.com/financing](http://www.microsoft.com/financing)



## Customer win

**Industry:** Information Technology.

**Who:** Large IT company providing software and services to the public sector.

**Deal:** \$2.6M Revenue.

**Products:** Dynamics 365, Parature.

**Challenge:** Former Salesforce.com customer desired to spread out their payments and avoid paying for everything upfront before implementing their software.

**Solution:** Standardized quarterly payments.



## Flexible payment plans



**Standardized:** even monthly, quarterly or semi-annual payments



**Ramped:** payments start low to match deployment and migration projects

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