

How to Choose the Right Microsoft Dynamics 365 Sales Partner and Why It Matters



With [Microsoft Dynamics 365 Sales](#), businesses gain a powerful tool for nurturing leads, leveraging AI-based insights, monitoring the sales pipeline, and more. However, getting the most value out of this impressive solution requires expert guidance. These guidelines will help you choose the right Microsoft Dynamics 365 Sales partner.

A Microsoft partner will work closely with you to understand your business goals, sales processes, and pain points. They will then help you design a customized solution using Dynamics 365 Sales, providing guidance on configuration, workflows, and integration with other systems. They will lead the implementation and provide ongoing training and support.

Advantages of Engaging a Microsoft Dynamics 365 Sales Partner

Working with a Microsoft partner delivers several key advantages, including:

- **Cost savings** – Microsoft resellers often offer discounted subscription prices. Additionally, by helping you optimize your usage of Microsoft products, they ensure you get the most value out of your investment.
- **Access to expertise and experience** – Partners combine in-depth knowledge of Dynamics 365 Sales and the Microsoft ecosystem with an understanding of industry challenges. Thus, they will help you align your solution accordingly.

- Smooth implementation – By guiding the process of deploying Dynamics 365 and migrating applicable data, they help to ensure a successful rollout. Typically, the partner will also provide end user training to help end users use the system efficiently.
- Ongoing technical support – Beyond initial implementation, the reseller will provide essential customer support.

However, not all Microsoft partners are created equal. Keep in mind the following tips when vetting potential partners.

Look for Expertise and Experience Aligned with Your Business

Look for a reseller with experience and services that match your business requirements. A partner that specializes in your industry will understand your processes, as well as the unique challenges you face. And they will be able to guide you through tailoring Dynamics 365 to your workflows and [compliance requirements](#).

The right partner will also have a deep understanding of Dynamics 365 Sales and a proven track record of successful implementations. Look for relevant certifications and review case studies and customer testimonials that showcase their success with customers like you.



Prioritize Support and Training

Microsoft Dynamics 365 Sales is a powerful and complex product requiring support long after implementation. Thus, a responsible and reliable support team will prove essential. Evaluate the level of customer support the partner provides. Ask about their response times and ensure they stay up to date with the latest updates.

Additionally, look for a partner that offers comprehensive training programs that cater to different learning styles. Training will play a critical role in successful user adoption and maximizing your return on investment.

Explore Additional Services Offered

The right partner will not only address your current needs but also take a proactive role in suggesting improvements and innovations moving forward. Look beyond their Microsoft Dynamics 365 capabilities, as well. A provider with a range of [Microsoft expertise](#) and other [IT services](#) will be able to support your business growth for the long haul.

For instance, your provider can work with you to suggest innovations driven by AI and advanced analytics. They can also help you integrate Dynamics 365 with other Microsoft products and third-party solutions to expand your reach.



Insist on Transparency in Pricing

While cost should not be the driving factor in your decision of a technology partner, you need to ensure that you are getting a competitive price. Ask for a clear and detailed breakdown of all costs involved, including any potential expenses that may crop up during the engagement. This will help you compare options effectively and avoid nasty surprises down the road.

Conduct a Thorough Vetting Process

Once you have created a shortlist of potential partners, request proposals and demos. Pay attention to their understanding and expertise with both the Microsoft products and your business requirements.

Finally, check references and read reviews from other clients who have worked with this provider. Look carefully at their portfolio to gain an understanding of the depth and breadth of their experience. Taking the time to do your homework will help to ensure you engage with a partner that will both meet current needs and support future growth.

With a long history of successful Microsoft implementations, the engineers at [eMazzanti Technologies](#) understand the importance of building a strong partnership.

