

Sales Advisor within Microsoft 365 Lighthouse

Microsoft 365 Lighthouse transforms the way Cloud Solution Providers (CSPs) engage with their customers to ensure they get the most out of their investment in Microsoft 365. **Sales Advisor puts AI to work for you.**

Sales Advisor is a powerful tool that uses AI-powered recommendations, enabling you to **improve your overall go-to-market strategy**. It goes beyond sales and keeping existing customers, allowing you to actively find and seize opportunities to attract new users, improve customer retention, and **expand your business**.

Sales Advisor **brings the power of AI to everyone**, allowing partners to access the same data used by Microsoft sellers. You can now identify the right customer to engage at the right time with the most relevant marketing content and resources, helping you **reduce costs and save time**.

Deliver value at every stage of the customer journey

with AI-powered insights & recommendations



Acquire

Increase customer acquisition by utilizing trials and conversion conversations to effectively sell Microsoft 365.



Retain

Sales Advisor gives timely alerts to prevent potential churn, allowing for direct engagement to improve customer satisfaction and retention.



Grow

Identify customers ready for their digital transformation's next phase by analyzing their usage patterns and comparing them to similar customers.

Benefits

Proactive lifecycle management helps partners to realize more value



Reduce cost of sales



Increase Revenue



Improve Customer Satisfaction

Capabilities



Customer Insights



Probability Scores



Recommended Actions

Sales Advisor uses business rules, customer usage, and licensing information to perform probability modeling. The modeling generates personalized recommendations for each customer, which can guide sales conversations and improve relevance.

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Microsoft Data

We use insights from customer behavior to inform future guidance, ensuring customers maximize the value of their cloud subscriptions.



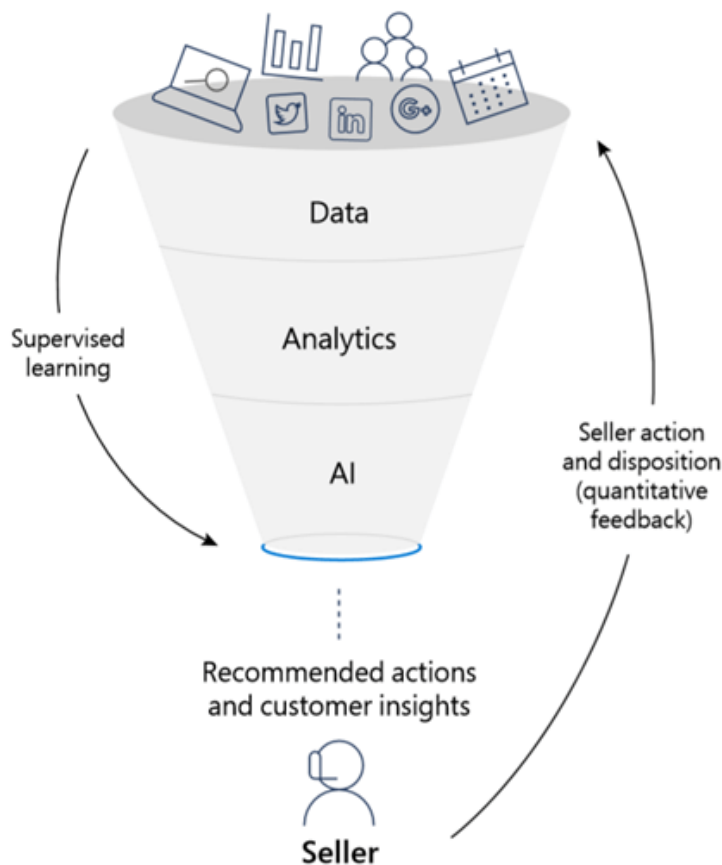
Prioritized Opportunities

Our prioritized recommendations, help you identify the highest value opportunities within your Microsoft 365 customer base.



Proven Guidance

Access to Microsoft's best practices and content allows you to realize new business value and opportunities for your customers.



Transparency

Understand the context behind Sales Advisor's insights and suggestions.

Insights

Gain valuable insights to effectively engage customers at the right time and with the most relevant next steps.

Communication

Share your experience and feedback to improve our models and recommendations.

Help your customers maximize their Microsoft 365 investment and deliver value consistently through every stage of the customer lifecycle with Microsoft 365 Lighthouse Sales Advisor.

[Onboard to Lighthouse](https://aka.ms/M365Lighthouseonboard) to take advantage of the capabilities of our customer management and engagement tool (aka.ms/M365Lighthouseonboard)