

The Future of Sales

Empower sales leaders, sales reps and sales operations with agentic sales



A new reality for sales leaders

For decades, growing revenue in business-to-business sales meant expanding the sales team by hiring more reps, SDRs and operations team members to support an expanding client base.

It's not the number of customers that overwhelms sales professionals, however. It's the effort required to manage each account.

Sales professionals communicate with customers in multiple ways, from traditional phone calls to email, online chats and more. The critical data captured through these interactions is then distributed and stored in multiple locations. As a result, pulling all relevant data for a single client is

a complicated and time-consuming process, leading to frustrated employees and dissatisfied customers.

What if, instead of expanding teams, you could accelerate productivity, enabling sales professionals to take on additional territory and product line representation?

That's the promise of agentic AI: intelligent systems that work alongside your team around the clock to achieve transformative results. The future of sales is closer than it seems; Gartner predicts that by 2027 at least 95% of seller research workflows will begin with AI.¹

82%

of leaders say they'll use digital labour in the next 12–18 months.²

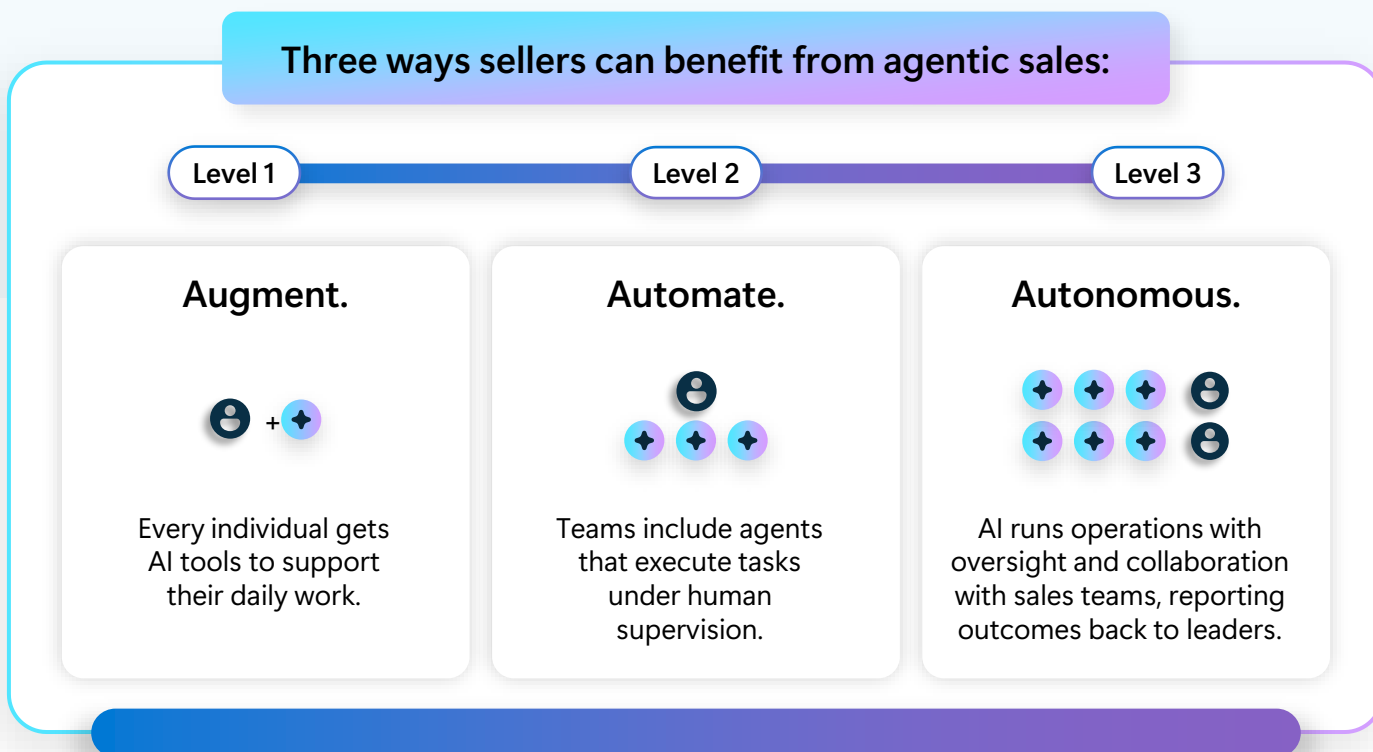


Agentic Sales

AI is providing us a once in the lifetime opportunity to reimagine our approach to CRM. In an agentic sales organisation, human sales reps and agents work together to deliver meaningful customer engagements. Administrative tasks such as researching and qualifying leads is handled by the autonomous agent, enabling the sales rep to spend more time with customers selling and driving revenue.

Imagine a sales motion where:

- Every seller is augmented by AI that understands their goals, calendars and tasks.
- Autonomous agents qualify leads, draft proposals and even manage deals.
- Sales leaders oversee team strategy, forecasting and pipeline while AI handles execution.
- Teams have the time and resources required to expand territory and product line representation.



For example:

A Sales AI Agent can provide suggestions for advancing the seller's pipelines, freeing sales reps to focus building relationships and delivering meaningful, personalised experiences. Plus, sales and marketing can work together more effectively. According to Gartner, sales and marketing teams with stronger collaboration are 2.3× more likely to attain strong commercial growth.⁴

Sales professionals with high usage of Copilot and agents are seeing increased sales, better close rates and higher revenue. The sales transformation at Microsoft offers a compelling case study.

By the numbers

The sales team at Microsoft, with the help of Sales Agents, is now reaching out to more than 12,000 prospects per month.

The results speak loudly:

9.4%

higher revenue per seller⁵

20%

increase in close rates⁵

10.4%

improvement in lead-to-opportunity conversion⁶

These gains aren't coming from just better dashboards. They stem from a deeper shift: humans and AI agents co-creating outcomes across the sales lifecycle.

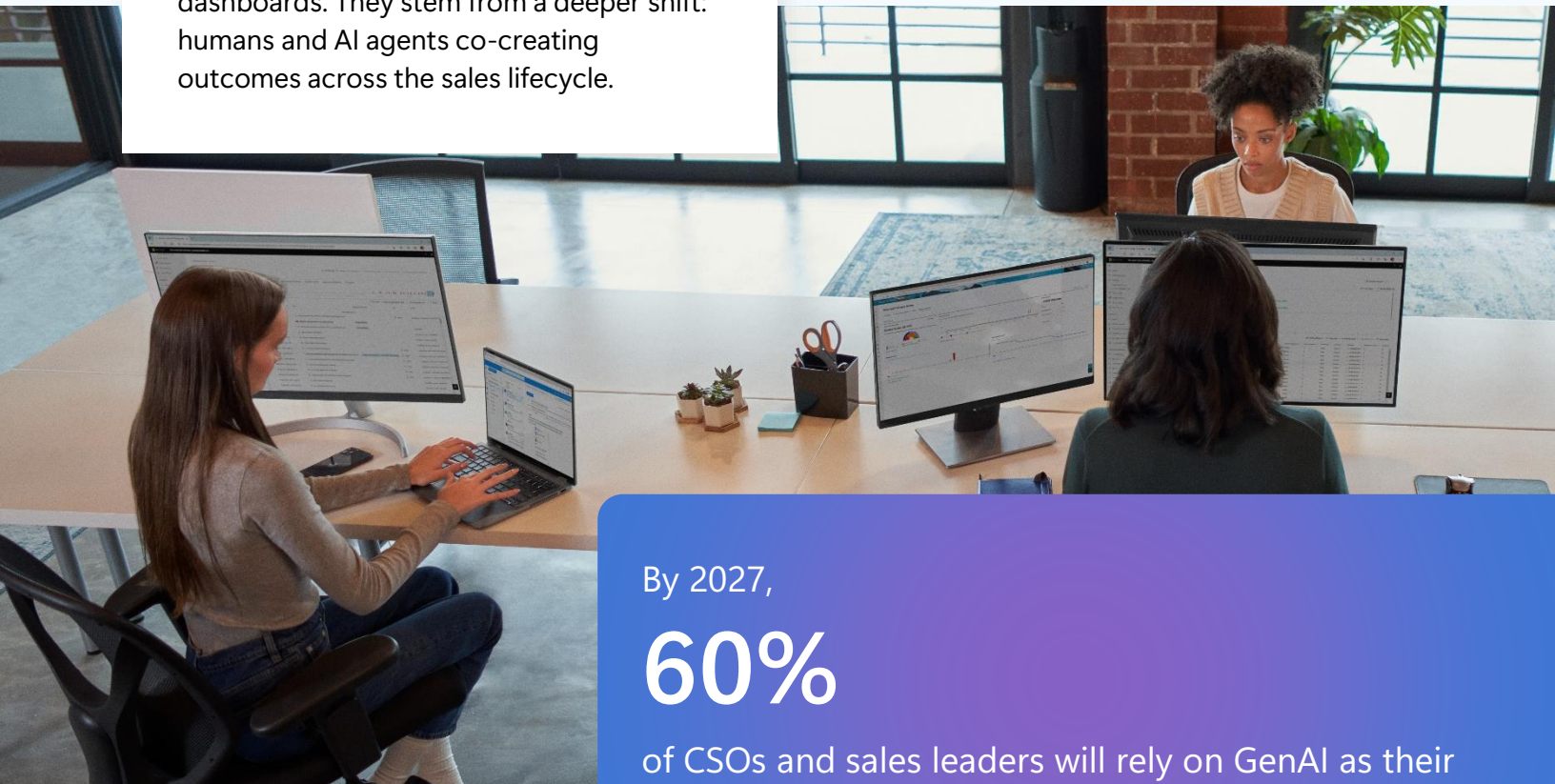
Reinventing sales at Microsoft

Microsoft is redefining what's possible in sales. As the frontier agentic sales organisation, we're transforming how revenue is grown – not by adding headcount, but by amplifying human potential with AI.

What if your sales teams could focus more on building customer relationships – while intelligent agents handled the rest? What if leaders could make smarter, faster decisions with real-time insights and streamlined operations?

That's not a distant vision. It's happening now. The future of sales isn't more people – it's more power.

Agentic AI is the new salesforce. And with Microsoft, you can lead the way.



By 2027,

60%

of CSOs and sales leaders will rely on GenAI as their preferred interface for accessing sales analytics.³

Act now, gain the lead

You don't need a sweeping AI overhaul to start transforming your sales organisation. In fact, the most successful companies begin with focused, strategic moves.

By taking immediate action and following a proven three-step approach, you can unlock rapid wins, build momentum and position your team at the forefront of the agentic AI revolution in sales.

[Learn more](#)

1

Ensure data readiness

Clean, connected data is the foundation. AI is only as effective as the information it draws from.

2

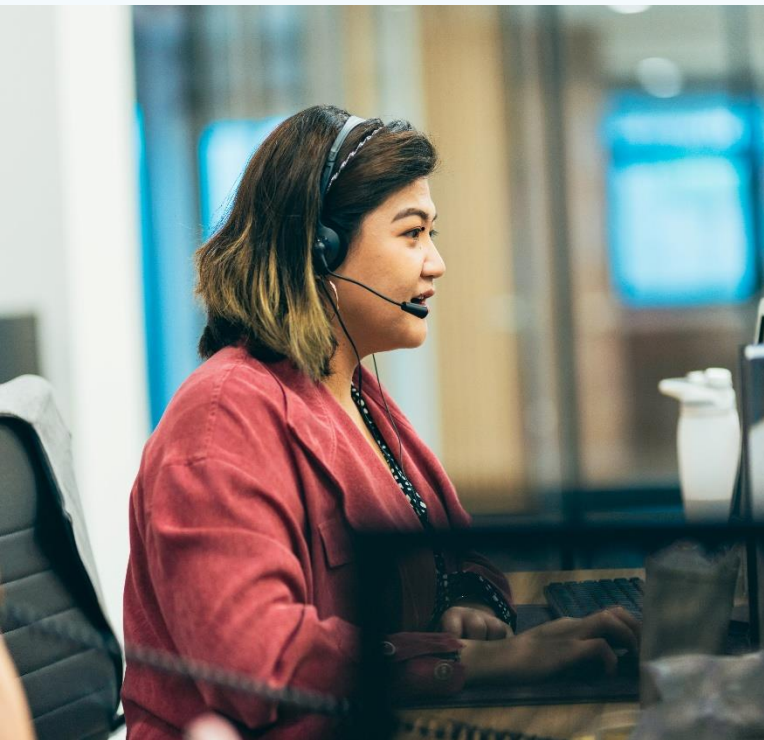
Pilot a high-impact use case

Start with one area such as lead qualification, autonomous lead qualification, buying intent determination or closing.

3

Hire your first digital sales employee

Treat your AI agent like a team member: Assign it tasks and measure its output. Iterate.



A global cruise company used AI to drive self-service across the customer journey from booking to post-cruise engagement. The result?

An estimated

7× increase

in conversion rates and an anticipated

USD 3M

in monthly business value.

Footnotes:

<https://www.microsoft.com/en-us/worklab/work-trend-index/2025-the-year-the-frontier-firm-is-born> Microsoft Work Trend Index 2025

1. Microsoft Work Trend Index 2025

2. Gartner®, Top Strategic Technology Trends for 2025, October 2024

3. Modernise Sales Analytics With a Realistic Generative AI Strategy – Gartner® Research

4. How to Follow Up With Sales-Qualified Leads: 3 Best Practices to Seal the Deal – Gartner, April, 2025

5. Internal Microsoft sales team data based on 30 SME&C sales professionals from pilot of Sales Agent. AI Is Already Changing Work – Microsoft Included – Microsoft, 2024

6. Based on Internal Microsoft data; January–March 2025. A sales lead is a potential customer who has expressed interest in making a purchase, while a sales opportunity is a qualified sales deal derived from that lead.