

MICROSOFT OFFICIAL CURRICULUM

Microsoft

AB-6003

Introduction to sales in Dynamics 365

Official Microsoft Learn-aligned instructor-led program for Introduction to sales in Dynamics 365.

Microsoft Dynamics 365 & Power Platform Solutions

Intermediate

Dynamics Sales

DURATION

1 day

LEVEL

Intermediate

FORMAT

Virtual, On-site, or Hybrid

CERTIFICATION

AB-6003

AUDIENCE PROFILE

Built for these roles

This course is designed for professionals who aim to enhance and automate business processes using Dynamics 365 customer engagement apps, while leveraging native interconnectivity with Microsoft 365. It is ideal for those looking to unify profiles, create personalized customer journeys with AI-assisted Dynamics 365 Customer Insights, and improve selling efficiency through AI-driven Sales features.

OVERVIEW

Executive overview

This course will teach you how to enhance and automate business processes using customer engagement apps for Dynamics 365, while incorporating native interconnectivity with Microsoft 365. You will also learn to unify profiles, tailor personalized customer journeys with AI-assisted Dynamics 365 Customer Insights, and improve selling efficiency through AI-driven Sales features within Dynamics 365 Sales.

PROGRAM OUTCOMES

Capabilities your teams will gain

- Strengthen capability in microsoft dynamics 365 & power platform solutions scenarios
- Strengthen capability in dynamics sales scenarios
- Strengthen capability in role-based scenarios

ENTERPRISE CUSTOMIZATION

Enterprise customization

Tailor this program to your organization's priorities: Builds current Microsoft credential readiness for Introduction to sales in Dynamics 365 using the official Microsoft Learn outline.

Customization options

- Align labs to your production environment and platform priorities
- Add readiness reviews and instructor-led practice sessions
- Extend into project-specific architecture or delivery coaching

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Curriculum roadmap

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MODULE 1

Introduction to sales in Dynamics 365

Explore Microsoft Dynamics 365 customer engagement apps and their shared capabilities. Learn how Dynamics 365 supports AI-powered selling through lead generation and qualification, customer relationship management, deal negotiation, and forecasting.

- Describe the foundations of Dynamics 365 customer engagement apps
- Explore lead generation in Dynamics 365
- Explore lead qualification in Dynamics 365
- Identify customer needs and explore relationships in Dynamics 365
- Explore how to negotiate deal terms and address objections in Dynamics 365 Sales
- Describe how to close customer deals in Dynamics 365
- Describe sales account management in Dynamics 365
- Explore forecasting, pipeline management, and analytics in Dynamics 365 Sales
- Describe shared capabilities in Dynamics 365 customer engagement apps

PRIVATE DELIVERY

Plan a private cohort for your team

Scope delivery format, role mix, and rollout timeline with our solutions team.

Plan Private Delivery

Book advisory call

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TALK TO US

-  info@vnodeites.com
-  +91 9779 91 4792
-  WhatsApp · +91 9779 91 4792
-  +91 9419 11 4792

OFFICE

DLF Cyber City, Gurugram
Haryana — India
Azure · AI · Data · Power Platform